

TOTAL OF \$48,380,000 IN SALES IN NBC-TV'S NIGHTTIME
SCHEDULE FOR 1963-64 RECORDED DURING TEN-DAY PERIOD

FOR RELEASE MONDAY A.M., MARCH 4

A total of \$48,380,000 in sales in NBC-TV's 1963-64 night-time schedule was recorded during the ten-day period of Feb. 18 to 28, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Highlights of the period were:

"The Virginian" and "Dr. Kildare" were completely sold. "The Eleventh Hour" and "The Richard Boone Show" received substantial orders. "Saturday Night at the Movies" obtained renewals from two 52-week sponsors. Twelve Andy Williams special programs were completely sold and the first buy into the new "Monday Night at the Movies" was made only hours after NBC announced the Monday scheduling of the feature films.

Reynolds Metals purchased alternate-week sponsorship of the new "Richard Boone Show."

Brown & Williamson Tobacco Co., Warner Lambert and Scott Paper purchased sponsorship in "The Eleventh Hour."

S & H Green Stamps, as previously announced, purchased complete sponsorship of 12 special programs starring Andy Williams.

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2 - Nighttime Sales

"Dr. Kildare's" six sponsors renewed to sponsor the program's third season. The sponsors are Alberto-Culver, Colgate-Palmolive, Singer Sewing Machine Co., Warner Lambert, Liggett & Myers and Sterling Drug.

"The Virginian" was completely sold to seven sponsors: Carnation Co., Procter & Gamble, Alberto-Culver, Miles Labs, Liggett & Myers, Bristol-Myers and Noxzema.

R. J. Reynolds Tobacco Co. and Thomas Leeming Co. renewed sponsorship in "Saturday Night at the Movies."

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NBC-New York, 3/1/63

March 1, 1963

NBC FILMS TO SYNDICATE '87TH PRECINCT'

NBC Films will syndicate the "87th Precinct" series, it was announced today by Morris Rittenberg, President, NBC Films. The 30 full-hour episodes, which were telecast on the NBC-TV Network during the 1961-62 season, are now available to local stations and sponsors.

"87th Precinct" is the second NBC Films entry of 1963.

"Michael Shayne" was introduced to the syndication market a month ago.

Based on the novels of Ed McBain, "87th Precinct" co-stars Robert Lansing, Gregory Walcott, Ron Harper, Norman Fell and Gena Rowlands.

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OF GOLD MEDAL PRESENTATION TO HIM BY

INTERNATIONAL RADIO AND TV SOCIETY

The complete program for the International Radio and Television Society tribute to NBC-TV star Bob Hope in New York March 6 was announced today by William K. McDaniel, Executive Vice President, NBC Radio Network, and IRTS President.

Jack Benny, Rosemary Clooney, Marilyn Maxwell, Frances Langford, Les Brown and his Band of Renown, and Lionel Hampton and his Quartet will be among the top showbusiness personalities on hand to perform when, as previously announced, the IRTS awards its Gold Medal to Bob Hope at the organization's 23rd Anniversary Banquet at the Waldorf-Astoria.

The festivities will commence with the presentation of the Gold Medal by Mr. McDaniel. Then the parade of participating stars begins, with NBC sportscaster Joe Garagiola as master of ceremonies.

Les Brown's band will play themes associated with Bob Hope. Marilyn Maxwell, accompanied by the Brown band will sing special material prepared for this occasion by lyricist Sammy Cahn. The songs are "Thanks for the Memory," "But Beautiful," and "The Gentleman Is a Champ." Frances Langford and Tony Romano follow with recollections of traveling with Hope around Europe and Alaska, singing special material by Romano.

Rosemary Clooney, accompanied by the Brown band will join in the salute to Hope and sing special lyrics by Cahn titled "The Most Beautiful Man in the World" and "I Love Bob Hope." Lionel Hampton and his Quartet join with the Brown band in a medley of numbers with the over-all theme of "Around the World with Bob Hope." Jack Benny will close the evening's entertainment with his own tribute to the guest of honor.

The IRTS tribute to Bob Hope coincides with the comedy star's 25th year with NBC.

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

2-X-H

ROBERT W. SARNOFF SUPPORTS HOUSE RESOLUTION FOR TEMPORARY SUSPENSION
OF EQUAL TIME REQUIREMENTS FOR PRESIDENTIAL AND VICE PRESIDENTIAL
CANDIDATES IN 1964, BUT URGES FULL ENDING OF EQUAL TIME PROVISION

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WASHINGTON, March 4 -- Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, today supported the Resolution introduced by Chairman Oren Harris (D.-Ark.) for temporary suspension of the equal time requirements for Presidential and Vice Presidential candidates in 1964, but strongly urged complete termination of the equal time provision in the public's best interests.

Testifying before the Subcommittee on Communications and Power of the House Committee on Interstate and Foreign Commerce, Mr. Sarnoff recalled the benefits of "The Great Debate" series between the Presidential candidates in 1960, made possible by temporary lifting of the equal time restriction, but added:

"I believe that broadcasting can do more in bringing candidates and issues to the people; that it will do so with responsibility if the present restrictions are removed; and that the public is entitled to the benefits gained from freeing broadcasting to cover all campaigns and candidates to its full potential. These considerations, to my mind, call for a termination of the equal time restriction in its entirety."

It was through the initiative of Mr. Sarnoff that "The Great Debate" between John F. Kennedy and Richard M. Nixon became a reality in 1960. Immediately after both candidates had been nominated that

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Summer, he was the first to invite them to appear in debate, and offered time for the debates on the NBC Television and Radio Networks.

In favoring the Resolution introduced by Chairman Harris, which would reinstate the equal time suspension for Presidential and Vice Presidential candidates in 1964, Mr. Sarnoff suggested that the language be broadened to include not only the nominees for President and Vice President, but also all those seeking such nominations. This, he pointed out, would permit them to appear in various types of broadcast coverage, which might otherwise be made impractical by the equal time restrictions.

Although calling for complete termination of the equal time restriction in its entirety, Mr. Sarnoff noted that some might consider such a move too far-reaching in scope and too unpredictable in result to be taken in one step. In this case, he said, NBC would welcome transitional relief.

"A form of such relief," he said, "would be a permanent termination of the equal time requirement in connection with appearances by Presidential and Vice Presidential candidates, plus addition of debates to the program categories presently exempted from the equal time requirement."

Summarizing the NBC position, Mr. Sarnoff stressed that adoption of the Resolution introduced by Chairman Harris is essential and represents the minimum action that should be taken.

"We would prefer complete termination of the equal time provision," he said, "as the step best calculated to serve the public interest in broadcasting's political coverage. And falling short of this, we would welcome any form of relief which would enlarge

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broadcasting's freedom to present candidates to the public with the directness and reality of which it alone is capable. The purpose we seek is an improved flow of public information in the crucial area of political judgment and choice; and through it, an opportunity for broadcasting to expand its service to the public and its contribution to the effectiveness of our political system."

Recalling the success of "The Great Debate" series in 1960, Mr. Sarnoff pointed out that the broadcasts attracted 120,000,000 different Americans, far larger audiences than either candidate drew in total individual appearances. Beyond that, he added, the debates gave each of the two candidates an equal opportunity to speak directly to his opponent's adherents -- a circumstance he described as unique in politics and uniquely valuable to voters in a democratic society.

As a by-product benefit of the 1960 equal time suspension, Mr. Sarnoff noted the time made available to the candidates for nationwide appearances without cost to them.

"For example," he said, "their appearances on the NBC Television Network during the 1960 campaign totalled 10 1/2 hours, apart from appearances in paid political programs. If the candidates had been paying time and program charges for these 10 1/2 hours of network presentations, the bill would have come to about \$1,700,000. This compares with the \$1,000,000 which the major parties spent for all the paid political broadcasts on the NBC Television Network in 1960."

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NBC-3/4/63

Statement of Robert W. Sarnoff
Chairman of the Board
National Broadcasting Company, Inc.
Before the Subcommittee on Communications
and Power of the House Committee on
Interstate and Foreign Commerce
Washington, D.C.
March 4, 1963

In a little more than a year from now, the 1964 national election campaign will begin. Broadcasting again stands ready to function as the most effective means of bringing the candidates directly to the electorate, so that all voters can see and hear and judge those who seek to represent them. And again, broadcasting's ability to perform this vital service will be hampered unless relief is granted from the equal time penalty of Section 315 of the Communications Act.

The 1960 suspension of the equal time requirement, which enabled a nationwide public to appraise the views and attitudes of Mr. Kennedy and Mr. Nixon in face-to-face debate, is no longer in effect. H. J. Resolution 247, introduced by Chairman Harris, is designed to reinstate this suspension, so that in 1964, broadcasting can serve the American political process at least to the same extent it did in 1960. This Subcommittee is to be congratulated on initiating such early consideration of this question, to permit the various alternatives for legislative action to receive full and unhurried study, and to enable broadcasters to make advance plans for covering the 1964 campaign in the light of the action ultimately taken.

NBC supports the Resolution you are considering. Now that we have experienced the benefits provided in 1960 by "The Great Debate," it would be inconceivable that this powerful new instrument for involving the public in the election process should be withdrawn after it has only begun to show its promise.

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It seems scarcely necessary to dwell on the contribution made by the debates in 1960. The keen public interest in the encounters between the Presidential candidates was demonstrated by the fact that they attracted 120,000,000 different Americans -- far larger audiences than either candidate drew in total individual appearances. And they gave each of the two candidates an equal opportunity to speak directly to his opponent's adherents -- a circumstance unique in politics and uniquely valuable to voters in a democratic society.

The limited suspension in 1960 not only made these debates possible, but it enabled the Democratic and Republican candidates for President and Vice President to appear in other programs. For example, their appearances on the NBC television network during the 1960 campaign totalled 10 1/2 hours, apart from appearances in paid political programs. If the candidates had been paying time and program charges for these 10 1/2 hours of network presentations, the bill would have come to about \$1,700,000. This compares with the \$1,000,000 which the major parties spent for all the paid political broadcasts on the NBC television network in 1960. Making time available for nationwide appearances by the candidates without cost to them was not the purpose of the equal time suspension; but it was a by-product benefit, added to the primary advantage the public gained.

In favoring the Resolution before you, which relates only to Presidential and Vice Presidential candidates, I would suggest a revision in its language, so that the suspension is not confined to appearances by "nominees" for those offices. This was the language used in the 1960 suspension, which became effective after the candidates had been nominated. Under those circumstances, the reference to "nominees" was adequate. Now, however, the reference could properly be broadened to include not only "nominees" for the office of President
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and Vice President, but also those seeking such nominations. This would permit the latter to appear in various types of broadcast coverage, which might otherwise be made impractical by the equal time requirement. It could be accomplished by adding to the title and to line 3 of the Resolution the phrase "and to candidates for such nominations."

With regard to Presidential and Vice Presidential candidates, I urge the Subcommittee to consider a permanent termination, rather than a temporary suspension, of the equal time restriction. The 1960 suspension was in a sense an experiment, and by now there is no question that it was successful, both in terms of fairness and effectiveness. In the light of this experience, I would hope for a Congressional consensus that barriers to the presentation of Presidential and Vice Presidential candidates should be removed, instead of being lifted, on probation, only at four-year intervals.

But regardless of the form of relief relating to appearances by Presidential and Vice Presidential candidates, the central question, in my view, is whether the public would be properly served if modification of Section 315 stopped with this limited action. I believe that broadcasting can do more in bringing candidates and issues to the people; that it will do so with responsibility if the present restrictions are removed; and that the public is entitled to the benefits gained from freeing broadcasting to cover all campaigns and candidates to its full potential.

These considerations, to my mind, call for a termination of the equal time restriction in its entirety.

Two objections are typically made to outright repeal of the equal time requirement -- first, that broadcasters may unfairly favor

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one principal candidate over another; and, second, that rising minority parties may be frozen out of broadcast access to the public.

Against the first objection is the record of balance and objectivity of network coverage of the 1960 Presidential campaign. There is no basis for believing that individual stations would not be similarly fair in covering local or state candidates. They too have had an opportunity to demonstrate responsibility in political coverage during the past four years. For apart from the equal time suspension for Presidential and Vice Presidential candidates -- which applied primarily to network broadcasts -- all broadcasters since 1959 have been freed of the equal time restriction in connection with designated types of news and information programs; and in these areas, the record for fairness has also been favorable.

Beyond this record, there is the broad experience of fairness in political coverage going back to the beginning of the medium. No equal time requirement has ever applied to appearances by spokesmen for candidates, yet this freedom has not prompted biased or partisan political coverage at either the local or network levels.

As to the second objection, minority candidates and parties are not aided by the equal time provision, nor would they be prejudiced by its removal. It does not operate to provide broadcast coverage for them as much as it tends to defeat coverage of principal candidates. Terminating the restriction would enable broadcasters to give the candidates of minority parties such exposure as the extent of their following and the measure of their significance in the community warranted, just as other minority interests are reflected in broadcasting.

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Broadcasters will gain no profit advantage from removal of the equal time restriction. Rather they may find their costs increased to provide the enlarged coverage it would make possible, and their revenue reduced by a decrease in paid political sponsorship. They will not find their operations simplified by removal of the provision, but will have heavier burdens and responsibilities; for it is far easier to rest on the equal time provision as a barrier to journalistic enterprise than to undertake the initiative for creative political programming that would be encouraged by removal of that barrier. Yet NBC advocates termination of the equal time restriction -- as do most broadcasters -- so that we can assume a larger responsibility and expand a service that lies very close to the heart of this nation's democratic process.

Perhaps the Subcommittee will regard complete termination of the equal time restriction as too far-reaching in scope and too unpredictable in result to be taken in one step. Although we feel that the balance of considerations strongly favors such action, we would welcome transitional relief that could have many of the same beneficial effects, perhaps without raising the same concerns. A form of such relief, which has been mentioned in previous testimony, would be a permanent termination of the equal time requirement in connection with appearances by Presidential and Vice Presidential candidates; plus addition of debates to the program categories presently exempted from the equal time requirement.

To summarize, NBC believes that adoption of the Resolution introduced by Chairman Harris is essential, and represents the minimum action that must be taken to preserve for the public the new instrument of debates between Presidential candidates that had such impact in 1960. We would prefer complete termination of the equal

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time provision, as the step best calculated to serve the public interest in broadcasting's political coverage. And falling short of this, we would welcome any form of relief which would enlarge broadcasting's freedom to present candidates to the public with the directness and reality of which it alone is capable. The purpose we seek is an improved flow of public information in the crucial area of political judgment and choice; and through it, an opportunity for broadcasting to expand its service to the public and its contribution to the effectiveness of our political system.

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NBC-3/4/63

NBC TRADE NEWS

March 4, 1963

KRAFT FOODS WILL SPONSOR SEVEN SPECIALS STARRING PERRY COMO,
AS WELL AS MYSTERY SUSPENSE SERIES ON NBC-TV IN 1963-64;
FULL-HOUR COLOR PROGRAMS WILL HAVE THURSDAY TIME-SPOT

The Kraft Foods Division of the National Dairy Products Corporation will sponsor seven color specials starring Perry Como, as well as a major new hour-long mystery-suspense drama series in color on NBC-TV during 1963-64, it was announced by Walter D. Scott, Executive Vice President, NBC Television Network. The programs will be broadcast Thursdays, 10-11 p.m. NYT.

Mr. Scott said the new mystery-drama series would be produced by a major Hollywood studio.

The Kraft renewal on NBC-TV extends what is believed to be the longest continuing sponsor-network relationship in broadcast history. Kraft began advertising on the NBC Radio Network March 5, 1929, with the "Women's Magazine of the Air." Kraft continued on NBC Radio well after it made its network television debut May 7, 1947, 9-10 p.m. NYT, with the much-acclaimed "Kraft Television Theatre" program. Kraft has been on NBC-TV in the same Wednesday night time-period on a 52-week schedule ever since.

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Mr. Como's return to NBC-TV marks his ninth year of full-hour NBC-TV shows, his fifth year of color broadcasts for the same sponsor, and his 16th year as a TV performer -- a career he began when his three-times-a-week NBC Radio series (that premiered in 1944) also was presented on NBC-TV beginning in 1948. "Perry Como's Kraft Music Hall" has been presented on NBC-TV since 1959.

The Kraft order was placed through J. Walter Thompson Co.

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NBC-New York, 3/4/63

March 4, 1963

MOHAWK CARPET MILLS TO SPONSOR 'FRED WARING EASTER SHOW'

"The Fred Waring Easter Show" -- a full-hour Spring musical extravaganza starring Fred Waring and His Pennsylvanians -- will be a special NBC-TV Network color broadcast Sunday, April 14 (4:30-5:30 p.m. EST).

Mohawk Carpet Mills (through Maxon Inc. agency) will sponsor this Easter Sunday broadcast. It will be produced by Roger Gimbel (for Roger Gimbel Enterprises) and directed by Clark Jones, with Bill Foster as choreographer. The writers are Sid Zelinka, Art Malvin and Dick Williams.

The show, starring Waring and the entire Pennsylvanians company -- glee club, orchestra, vocal groups and soloists -- will originate, on tape, in NBC-TV's Peacock Theatre, New York. The program will present classic, semi-classic and popular music and song-and-dance with a Springtime and Easter devotional theme.

Waring, who organized his Pennsylvanians 47 years ago in Tyrone, Pa., is currently on a 44-city, 7,000-mile concert tour of the United States. His last NBC-TV appearances were in "Fred Waring's Unforgettables" on "Du Pont Show of the Week" Dec. 24, 1961, and "Bell Telephone Hour" Jan. 18, 1963.

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March 4, 1963

RICHARD KUTZLEB NAMED MANAGING EDITOR
FOR NEWS ON WNBC (RADIO) IN NEW YORK

Richard Kutzleb, night news editor for NBC News in New York, has been named managing editor of news for WNBC (radio), it was announced today by William R. McAndrew, Executive Vice President, NBC News.

Mr. Kutzleb will report to Rex Goad, Director, News, as will Burroughs H. Prince who is Manager, News, for WNBC-TV in New York.

Since the strike shutdown of nine New York newspapers Dec. 8, WNBC has increased its news programming to an average of 50 hours a week. This represents about 30 per cent of its programming schedule. Before the strike, only 13 per cent of WNBC's schedule was devoted to news.

In his new position, Mr. Kutzleb will oversee all WNBC news programs. A newsman for 21 years, he joined NBC News in 1960.

During the past three years, he has been a news writer, assistant night managing editor and night news editor. During NBC News' 1962 Election Night coverage, Mr. Kutzleb supervised the gubernatorial returns from Texas.

Born in Baltimore Oct. 24, 1916, Mr. Kutzleb was educated at Johns Hopkins University where he earned an A.B. degree in 1935. For the next three years, he spent a year each as reporter for the Baltimore Sun, Washington Post and Washington Times Herald.

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2 - Richard Kutzleb

From 1939 to 1940, Mr. Kutzleb was a staffer with the Baltimore News Post. His next six years were spent in the Army as a paratrooper, serving overseas with the 10th Mountain Division in Italy.

Discharged in 1946, Mr. Kutzleb worked briefly with three New York newspapers -- the Daily News, Post and World-Telegram -- before joining the Journal-American in 1947.

Married to the former Sally Sieber of Red Bank, N. J., the couple lives in Massapequa, N.Y. They have three children; Steven, 14, Susan, 12, and Mark, 4.

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NBC-New York, 3/4/63

COLUMNISTS, REPORTERS, EDITORS LISTED FOR 'NEWSPAPER OF AIR'

New York newspaper columnists, editors and reporters who will appear on WNBC-TV's "Newspaper of the Air" during the week of March 4 to 8 are:

Monday, March 4 -- Ben Gross of the Daily News, Russell Baker of the Times, Bob Sylvester of the News and Pat McDonough of the World-Telegram & Sun.

Tuesday, March 5 -- James Wechsler of the Post, Richard K. Doan of the Herald Tribune, Ralph Schoenstein of the Journal-American, Harold Schonberg of the Times, Richard Kluger of the Herald-Tribune, George Duggan of the Times and Craig Claiborne of the Times.

Wednesday, March 6 -- Ernie Kehr of the Herald Tribune, Bob Stewart of the World-Telegram & Sun, Bob Sylvester of the News, Phyllis Batelle of the Journal-American and Max Kase of the Journal-American.

Thursday, March 7 -- Val Adams of the Times, Phyllis Batelle, Ralph Schoenstein and Tom Wolfe of the Herald Tribune.

Friday, March 8 -- Richard Kluger and Bill Slocum of the Mirror.

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NBC-New York, 3/4/63

The first part of the report deals with the general situation of the country and the position of the various provinces.

Monday, March 1 - The first day of the week.

The first day of the week, Monday, March 1, 1941. The weather was clear and bright.

Tuesday, March 2 - The second day of the week.

The second day of the week, Tuesday, March 2, 1941. The weather was clear and bright. The sun was shining brightly.

Wednesday, March 3 - The third day of the week.

The third day of the week, Wednesday, March 3, 1941. The weather was clear and bright. The sun was shining brightly.

Thursday, March 4 - The fourth day of the week.

The fourth day of the week, Thursday, March 4, 1941. The weather was clear and bright. The sun was shining brightly.

Friday, March 5 - The fifth day of the week.

The fifth day of the week, Friday, March 5, 1941. The weather was clear and bright. The sun was shining brightly.

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FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

2-X-H

NBC WILL FINANCE INDEPENDENT STUDY BY AMERICAN POLITICAL
SCIENCE ASSOCIATION TO DETERMINE BEST FORMAT FOR TV

DEBATES BETWEEN PRESIDENTIAL CANDIDATES IN 1964

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Robert W. Sarnoff Announces Plan in Address

Before Chicago World Trade Conference

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CHICAGO, March 5 -- The National Broadcasting Company will finance an independent study by the American Political Science Association to determine the best format for television debates between the Presidential candidates in 1964, Robert W. Sarnoff, Chairman of the Board of NBC, announced tonight in a speech before the 26th Chicago World Trade Conference.

Mr. Sarnoff said that NBC had made a grant to this Association, the nation's major professional organization devoted to the study of government and politics, "to devise the best possible forms and procedures for televised political debates."

The study proposed by NBC will be conducted by a seven-man committee of experts in political science and communications, appointed by the APSA, and headed by its president, Dr. Carl J. Friedrich, Eaton Professor of the Science of Government at Harvard University.

"Whatever recommendations are arrived at will be the group's own, the result of careful, scholarly deliberation," Mr. Sarnoff said. "By starting at this early date, the group will be able to present its findings well in advance of the 1964 Presidential campaign. I am confident that its proposals will be a major contribution to our democratic process."

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In his speech, Mr. Sarnoff stressed the role television plays in supporting the two basic concepts of American democracy. On the one hand, he said, television enhances a free flow of information and knowledge throughout the nation, and on the other it keeps the American free enterprise system vigorous and growing.

"These essential and inseparable functions of political and economic freedom," he said, "are the source of this nation's vitality and strength. Our capacity to support the arch of democracy both at home and around the world can be limited only if these freedoms are limited. It will grow only as we succeed in keeping them unencumbered."

The concept of free expression, he observed, holds that when people are given free access to information and the freedom to discuss issues, they can best judge their own interests and best guide their own destiny.

Mr. Sarnoff emphasized the growing role of television as an information medium that helps equip the citizen for a more useful participation in society, and pointed out that the medium has "forever altered the American political process...by presenting political candidates directly to the voters, culminating in the Presidential campaign of 1960 and 'The Great Debate'." He expressed the hope that before the 1964 election campaign begins, Congress would act on the equal time restriction of the Communications Act that operates as a "strait jacket" on broadcasting's political coverage.

Mr. Sarnoff said that the day before he had urged in a Congressional Committee hearing the complete elimination of the equal time restraint. He took this position in supporting a proposed Congressional Resolution that would suspend the equal time provision with respect to Presidential and Vice Presidential candidates in 1964. In his address here, the NBC Board Chairman also called for free access

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3 - Independent Study

for television, which should be permitted to attend wherever the public can attend "so that it can serve as the eyes and ears of all the people. The right to witness public business," he said, "should not be confined only to those whom the hearing room will hold, when television can bring the public business to everyone."

He added: "Wherever it serves, whether entertaining or informing, television functions best in a climate of freedom. It is paradoxical that in the area of news coverage, where television's need for freedom is recognized by all, restrictions on coverage should be placed through the equal time penalty and the limitations on access. And it is even more paradoxical that among the strongest champions of television's freedom to report information and controversy without restraints are those who urge government restrictions on television entertainment. They would erect a double standard -- one for information programs, another for entertainment programs -- failing to recognize that freedom is indivisible. Would magazines and newspapers be free if only their news columns were unmolested, if the choice and content of features and fiction were subject to government influence, direct or indirect?"

Turning to television's vital economic role, Mr. Sarnoff pointed out the essential elements of growth in the American economy: mounting production and a high employment level, both stimulated by increased consumption.

"The primary stimulant," he said, "is advertising, and among all forms of advertising, television has unique capabilities that power the American economy. For television is more than an advertising tool; like advertising it creates demand, but with sight, sound, color and demonstration, it goes further and functions as a selling force."

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He emphasized that the medium also "has speeded and streamlined the distribution process" and, as a unique marketing tool, has greatly enhanced "the ability of the manufacturer to engage in mass selling as well as mass production."

He noted that President Kennedy, in urging that billions of dollars be released to help stimulate spending by private sources, had underscored the basic importance of consumption to the growth of the American economy.

"Is the stimulation of private spending incompatible with meeting our public responsibilities?" Mr. Sarnoff asked. "History argues otherwise, for as our consumption has increased, so has our allocation for essential services: billions of dollars for education, for social security benefits, for public welfare and old-age assistance, for highways and police and fire protection. While consuming more, we have paid the highest taxes in peacetime history, fought a war in Korea, given billions in foreign aid and maintained and strengthened our global defense structure, so vital to the survival of the free world."

Mr. Sarnoff stated that television's role in supporting both the economic and the political process of American democracy "is often obscured by the pervasive yet intimate nature of the service it offers." But, he said, "the debate over whether television strikes a proper balance between broad and specialized interests turns on a matter of degree." He said such a debate "tends to suppress an undebatable fact -- the basic contribution commercial television makes to the national economy; and the paramount need for national economic strength in preserving the institutions of our free society."

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FROM: THE AMERICAN POLITICAL SCIENCE ASSOCIATION
1726 MASSACHUSETTS AVENUE, N. W.
WASHINGTON 6, D. C.

FOR RELEASE WEDNESDAY A.M., MARCH 6

WASHINGTON, D. C. -- The American Political Science Association has received a grant from the National Broadcasting Company to support a study of procedures and format for future television and radio debates between presidential candidates.

Completion of the study--to be undertaken by a committee of political scientists and communications experts--is scheduled well in advance of the 1964 presidential campaign.

Announcement of the grant was made here by the Association's Executive Director, Evron M. Kirkpatrick, and by Robert W. Sarnoff, NBC's board chairman, speaking at the Chicago World Trade Conference last night.

In accepting the grant, Kirkpatrick pointed out that the 1960 Kennedy-Nixon debates, which NBC's initiative helped make possible, have gained wide acceptance as an effective method of stimulating voter interest. "We are pleased," he said, "that, through this NBC grant, a group of experts will be able to make a systematic study and recommendations so that such debates could one day play an even larger role in informing the electorate and in maintaining the vitality of one of our most important democratic institutions--free elections."

Kirkpatrick said that the study will be carried out by a seven-member committee led by the Association's president, Carl J. Friedrich, Eaton Professor of the Science of Government, Harvard University.

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Others on the committee are: Kirkpatrick; Harold Lasswell, Professor of Law and Political Science, Yale University; Richard Neustadt, Professor of Government, Columbia University; Peter Odegard, Professor of Political Science, University of California at Berkeley; Elmer Roper, Senior Partner, Elmer Roper and Associates; Gerhart Wiebe, Dean of the School of Public Relations and Communications, Boston University.

Referring to a statement by Sarnoff in Chicago, Kirkpatrick said that, "As the NBC's board chairman pointed out, NBC will provide funds and background information only. Whatever recommendations emerge out of the study will be the sole responsibility of the committee, the result of careful and impartial deliberation.

"The precise manner in which the committee will conduct its investigation and the form its recommendations will take are to be determined by the committee itself," Kirkpatrick added.

However, he concluded, because the committee is getting an early start, "I am certain that its work will be completed well in advance of the 1964 presidential campaign."

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Address by Robert W. Sarnoff
Chairman of the Board
National Broadcasting Company, Inc.
Before the Chicago World Trade Conference
Chicago, Illinois
March 5, 1963

TELEVISION'S ROLE IN THE AMERICAN DEMOCRACY

It is a high honor to be asked to speak before this knowledgeable audience, and I am grateful for your challenging invitation.

In approaching my assignment this evening, I am mindful of the many eminent men of government and industry who have occupied this rostrum in the past. This fills me with a sense of modesty, and brings to mind a remark made by another speaker on a different occasion. That, as you may recall, was when Sir Winston Churchill said of his personal friend and political foe, Clement Attlee: "He is a modest man with much to be modest about."

Since your last annual conference, the world has experienced both change and stalemate, and from the vantage point of the West, a normal complement of frustrations. There are fresh Indian graves in the Himalayas. Draining jungle wars continue in Southeast Asia. The Wall still stands in Berlin, and Cuba remains a communist fortress in our hemispheric seas. Even the rupture between the two goliaths of world communism was prompted by how -- not whether -- to bury us.

Yet, the past year has also seen resolute strides by those nations with a commitment to freedom. In no section of the earth did we yield peoples or principles to communism, and we recently passed the eyeball test without a blink. In such critical outposts as Formosa and West Berlin, our posture is stronger, not weaker, than a year ago. In the contest beyond the earth's atmosphere, our astronauts brought us

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nearer to competitive parity with Russia; and our unmanned satellites, such as Telstar, Tiros and Relay, gave us clear leadership in global space communications.

But if I were to single out one event of paramount significance in the last year, it would be the performance of the American economy. Its continued resilience and strength, its ability to weather the worst market collapse in thirty-three years and then resume its forward progress, were more meaningful than any political event. There would be no free Berlins, no pacified Congoes, if this powerful machine of individual and competitive enterprise were to falter and to fail.

In a recent, eloquent statement President Kennedy said:

"We shall be judged more by what we do at home than what we preach abroad. Nothing we could do to help the developing countries would help them half as much as a booming United States economy. And nothing our opponents could do to encourage their own ambitions would encourage them half as much as a lagging United States economy."

It is to the indivisible goal of keeping our economy strong and our society free that I would like to address myself. And I hope it will not be regarded as immodest of me to suggest that the industry I represent -- television -- plays a role of decisive importance in stimulating economic growth and in reinforcing the strength of our democratic process.

Essentially, democracy is a union of two concepts. Television was born of both and supports both.

One is the concept of free expression which the late Judge Learned Hand characterized as "brave reliance upon free discussion." Rooted in tradition and sheltered by law, it holds that citizens of a democracy, given free access to knowledge, and freedom to discuss issues and views, can best judge their own interests and best guide their own destiny.

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The other is the concept of a competitive free enterprise economy as best calculated to meet the needs of the individual and the nation. It has a dual premise: that open competition for public favor spurs the constant improvement of goods and services; and that the encouragement of mass demand sparks mass production, which, in turn, decreases the cost and increases the availability of these goods and services.

Both of these principles center on the individual as the master, not the servant, of the state; and both support the conviction that he can best realize his aspirations through ways of his own choosing. The opposite is true of the closed society, where the state is the master, controlling personal expression, political choice and all economic activity. The combat between the two systems is waged at every level -- not only as a war of ideas, but as a war of economic strength.

Historically, free enterprise and democracy have nourished one another. The revolutions that led to the modern political systems of the West also fostered the rise of mercantile enterprise, the forerunner of the modern competitive free economy. Up to this day, those nations achieving the highest degree of consumer-oriented industrialization have also attained the most effective self-government.

Television's role in supporting this economic and political process is often obscured by the pervasive yet intimate nature of the service it offers. Most people have strong, and subjective programming likes and dislikes. They might love the Beverly Hillbillies and be bored by the NBC Opera, or vice versa. They might become irritated by a commercial, or by a newscaster's comments on a subject where they have a preconceived judgment. The net effect -- and this is perfectly natural -- is that their personal preferences tend to eclipse a broader understanding of the medium's catalytic function in our society. I

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suggest the time is overdue for thoughtful Americans to begin evaluating the total dimension of the television service.

Its physical dimension is that of a service meeting so many needs and demands that in the United States in the last dozen years its circulation has grown from 10 1/2 million sets to nearly 59 million. The number of television stations, both commercial and non-commercial, has increased from 107 to 647. And television advertisers have expanded their annual expenditures from \$332 million to \$1 3/4 billion.

Our technology and programming have also provided substantial impetus to the growth of television abroad, in both the established and the emerging nations. From 1951 through 1961, the last year for which figures are available, the number of sets outside North America grew from 1.2 million to 54 million. At the current rate of growth, the total will probably exceed 74 million by the end of this year.

To understand television's economic role, one must first relate it to the nature of our economy. Economic growth, as you who live by trade are well aware, hinges on mounting production and a high level of employment, both stimulated by increased consumption. In a free economy, production expansion depends primarily on rising consumer demand; and in the mature American economy, rising demand requires, in addition to population growth, the continuous stimulation of consumer desires.

The primary stimulant is advertising, and among all forms of advertising, television has unique capabilities that power the American economy. For television is more than an advertising tool; like advertising, it creates demand, but with sight, sound, color and demonstration, it goes further and functions as a direct selling force. Its sales

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messages reach millions simultaneously, yet with the personal persuasion of one individual speaking to another in his home. With its ability to show not only what a product is but what it does, television has given American industry a powerful means of sustaining traditional consumer demands and developing new ones. It also has speeded and streamlined the distribution process. This is a contribution of particular value to our economy, where distribution cost is so important an element of end-cost to consumers.

Television's sales impact has contributed to, and has been accompanied by, a marketing revolution in which the primary selling function has shifted from the dealer to the manufacturer. In the past, the dealer had the responsibility for developing the manufacturer's market. Today the manufacturer helps create the market for the dealer by speaking directly to his customers. He does this not only for consumer purchases but also, in increasing degree, for the sale of those products that are purchased for the ultimate user by someone else, such as plywood and plate glass for the home and aluminum for the automobile.

This ability of the manufacturer to engage in mass selling as well as mass production -- whether of packaged goods on the shelves of supermarkets or automobiles or home appliances -- has given our economy a highly effective means of continuous expansion.

It is against this perspective that criticism of an advertiser-supported television system should be considered -- criticism which claims that the marketing function of the medium prevents it from properly discharging its program function in serving the audience. To my mind, there is no inconsistency, but a close parallel, between these functions. Both seek to engage the interests of large audiences, and this is a valid goal of a mass medium of entertainment and information, quite apart from its marketing role. Additionally, television recognizes

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minority interests and in doing so, it also serves the advertisers interested in such specialized audiences.

The debate over whether television strikes a proper balance between broad and specialized interests turns on a matter of degree. If there is such a thing as a perfect and ultimate balance, I will not claim that we have reached it. Yet this debate tends to lose sight of an undebatable fact -- the basic contribution commercial television makes to the national economy; and the paramount need for national economic strength in preserving the institutions of our free society.

The premise of growth in the American economy is consumption -- a principle underscored by the President in urging that billions of dollars be released to stimulate spending by private consumers, private investors and corporate enterprises.

Is the stimulation of private spending incompatible with meeting our public responsibilities? History argues otherwise, for as our consumption has increased, so has our allocation for essential services: billions of dollars for education, for social security benefits, for public welfare and old-age assistance, for highways and police and fire protection. While consuming more, we have paid the highest taxes in peacetime history, fought a war in Korea, given billions in foreign aid and maintained and strengthened our global defense structure, so vital to the survival of the free world.

Fortunately, we Americans need not choose between satisfying our personal desires and fulfilling our public obligations. We are spared such a choice by a rare, perhaps unique combination of blessings: our vast natural resources, our unsurpassed technological skill and a free and expanding economy based upon prosperity through consumption. Thus we can accomplish both goals. We can enjoy all the

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things that make work easier and leisure more fun -- and at the same time meet the needs of society and the demands of security.

But we can sustain this formula, I believe, only if we maintain a protective and jealous attitude toward those institutions that make it possible. To do so, we must understand the nature of the political and economic forces that shape our environment. This is the function of free media of communications in a free society, anchored in the Jeffersonian conviction that men are inherently capable of making proper judgments when they are properly informed.

In this dimension of its service, television -- alone of all media -- is capable of bringing the sight and sound of great events of our time directly and instantaneously to nearly every man, woman and child in the nation, whether the occasion is a national political convention or the tense drama of a manned space shot. It can and does place viewers in direct contact with the pressure of diplomatic crisis in United Nations debate and the violence of controversy over segregation on the University of Mississippi campus. And beyond showing and describing events as they occur, television has pressed the nation's search for truth through its documentaries and its debates on major public issues, such as social welfare, state legislative processes, our diminishing water resources and legalized gambling.

As it has developed, television has properly intensified concentration on its journalistic function. For example, news and information programs account for more than 25% of the total broadcast schedule of the NBC television network, and other networks and independent stations are also devoting increasing air time and creative effort to such presentations.

In addition to this concentration on equipping the citizen for more useful participation in society, the medium has forever altered the

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American political process. It has done so by presenting political candidates directly to the voters, culminating in the Presidential campaign of 1960 and "The Great Debate."

This unrivalled opportunity to assess the two major candidates took place only after the nation's broadcasters had won a Congressional respite from the equal time law. Ironically, once the 1960 campaign was concluded, they were forced back into the legal strait jacket that makes the debates impractical by requiring equal time on the air for all Presidential candidates, no matter how quixotic their intent or meager their support.

I am hopeful that before the 1964 election campaign begins the Congress will relieve the public and the broadcasters of this restriction. An early start has already been made in this direction. Chairman Harris of the House Interstate and Foreign Commerce Committee has introduced a Resolution for suspension of the equal time restriction to permit the 1964 Presidential and Vice Presidential candidates to meet in face-to-face debate on the air. Yesterday I presented a statement in Washington in support of this proposal. However, I strongly urged that the Congress go further by eliminating, completely and permanently, the equal time restraint which operates against the free flow of information in the crucial area of political judgment and choice. Given this freedom, and the responsibility broadcasters have already demonstrated in providing full and fair coverage, television could serve the voters at the state and local levels as it has served them nationally.

While conceding the immense value of the four confrontations of 1960 in exposing the Presidential candidates to intimate public scrutiny, some thoughtful analysts hold that they were neither "great" nor "debates." They argue that the format -- which the candidates

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themselves helped develop -- did not permit sufficient analysis of the issues for the guidance of the voter or, in fact, expose adequately what the issues were. This point of view is far from unanimous and addresses itself to method rather than principle, but I believe it is worthy of serious consideration.

Accordingly, in the expectation that the law will again be changed to permit debates between Presidential candidates, we should start now to refine the format of these televised encounters, seeking even more effective ways of assisting the American voter to make an informed choice.

As a major step in this direction, the National Broadcasting Company has enlisted the aid of the American Political Science Association, the nation's foremost professional organization devoted to the study of government, politics, and public affairs. I am pleased to announce that this distinguished organization has agreed to conduct an independent study, under a grant from NBC, to devise the best possible forms and procedures for televised political debates.

The Association has made many significant contributions to more effective government -- its most recent, a widely acclaimed orientation course for new members of Congress, an innovation that is likely to become a Washington tradition.

It has selected a seven-man study group of distinguished political scientists and communications experts to carry out the project proposed by NBC. The group will be headed by the Association's president, Dr. Carl J. Friedrich, Eaton Professor of the Science of Government at Harvard University.

NBC's only participation in this study will be to underwrite the cost and provide necessary and basic information, including tape or

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film recordings of the 1960 debates. Whatever recommendations are arrived at will be the group's own, the result of careful, scholarly deliberation. By starting at this early date, the group will be able to present its findings well in advance of the 1964 Presidential campaign. I am confident that its proposals will be a major contribution to our democratic process.

Beyond equal time, we face the broader issue of whether any communications medium can effectively serve as an instrument of democracy if its freedom is curtailed. Today, television is fettered in many areas of journalistic enterprise. It cannot go wherever the public goes -- into the halls of Congress, into public Committee meetings of the House of Representatives, into most courtrooms.

Television does not seek this right in order to make a theatre of serious forums, and it recognizes the need for care and restraint. I emphasize, however, that wherever the public can attend, television should also be permitted to attend, so that it can serve as the eyes and ears of all the people. The right to witness public business should not be confined only to those whom the hearing room will hold, when television can bring the public business to everyone.

Wherever it serves, whether entertaining or informing, television functions best in a climate of freedom. It is paradoxical that in the area of news coverage, where television's need for freedom is recognized by all, restrictions on coverage should be placed through the equal time penalty and the limitations on access. And it is even more paradoxical that among the strongest champions of television's freedom to report information and controversy without restraints are those who urge government restrictions on television entertainment. They would erect a double standard -- one for information programs,

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another for entertainment programs -- failing to recognize that freedom is indivisible. Would magazines and newspapers be free if only their news columns were unmolested, if the choice and content of features and fiction were subject to government influence, direct or indirect?

But this is all part of that democratic process in which television was conceived. Often, we, who have the responsibility for guiding this service, are accused of excessive sensitivity toward criticism. I assure you we welcome responsible criticism and take it seriously. It would be fatal to television's development if it were to operate in a vacuum of indifference and ignorance.

What we seek is understanding of the total dimension of our television service -- its contribution to the political processes that keep us free, its impact upon the economic forces which keep America strong.

These essential and inseparable functions of political and economic freedom are the source of this nation's vitality and strength. Our capacity to support the arch of democracy both at home and around the world can be limited only if these freedoms are limited. It will grow only as we succeed in keeping them unencumbered. Thank you.

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NBC-3/5/63

March 5, 1963

GULF OIL TO SPONSOR NBC-TV SPECIAL PROGRAM
ON PRESIDENT'S TRIP TO CENTRAL AMERICA

Gulf Oil Corporation will sponsor the special half-hour program dealing with President Kennedy's trip to Central America, to be telecast on NBC-TV Tuesday, March 19 (10:30 p.m. EST), it was announced today by Sam K. Maxwell Jr., Director, Special Program Sales, NBC Television Network.

With Frank McGee as anchorman, the program will be broadcast on the second day of the President's three-day meeting with the heads of six Central American countries in Costa Rica. Wilson Hall, NBC News correspondent based in Rio de Janeiro, will cover the Central American summit meeting and will appear on the program in filmed segments.

This special telecast will be produced by Chet Hagan. Associate producer Jerry Jacobs will leave for Central America a week before the President's trip, to plan film coverage in the countries taking part in the Costa Rica meeting.

The Gulf order was placed through Young & Rubicam.

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WNBC-TV AND WNBC CARRY ALMOST 400 HOURS OF EXTRA NEWS COVERAGE
IN 12 WEEKS OF NEW YORK NEWSPAPER STRIKE-SHUTDOWN

Through the 12 weeks of the strike-shutdown of New York's daily newspapers (Dec. 8-March 1), WNBC-TV and WNBC (radio) have carried 397 hours, 48 minutes of news -- in addition to the regular newscasts on both stations.

WNBC-TV, for the period Dec. 8-March 1, broadcast 129 hours, 25 minutes of regular news and, because of the strike, an extra 172 hours, 50 minutes of news.

WNBC, for the same period, carried 396 hours, 9 minutes of regular news and extra news totaling 224 hours, 58 minutes.

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NBC-New York, 3/5/63

PRESIDENT KENNEDY WILL GREET SHIRLEY BOOTH AT WHITE HOUSE
TO LAUNCH EASTER SEAL DRIVE FOR CRIPPLED CHILDREN

President Kennedy will greet Shirley Booth at the White House Friday, March 8 at 9:30 a.m., to launch the annual Easter Seal Drive for Crippled Children. Miss Booth, star of the NBC-TV color series, "Hazel" (Thursdays 9:30 p.m. EST), is honorary national chairman of the Crippled Children's Society.

Miss Booth will arrive in Washington Thursday evening. On Friday, she will be guest of honor at a press luncheon at the Willard Hotel. Before returning to her filming activities in Hollywood, she will visit New York and Detroit and Chicago. She will return to Los Angeles March 22.

NBC-New York, 3/5/63

GEORGE A. HEINEMANN OF NBC TO PARTICIPATE IN SESSION
OF PRESIDENT'S COMMISSION ON STATUS OF WOMEN

George A. Heinemann, Manager of NBC Public Affairs, will be among the leaders from the mass media fields who will meet with members of the President's Commission on the Status of Women on March 19, at the New School in New York City.

The meeting is part of an overall review by the Commission on the varied roles of American women, their opportunities and their problems in making a full contribution to our society and economy. Subjects to be explored in the meeting with representatives from broadcasting, the films, newspapers and magazines include the portrayal of women by the mass media, what new needs of American women the media can help to meet, and how well women are achieving full occupational opportunity in the communications fields.

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NBC-New York, 3/5/63

NBC TELEVISION NETWORK NEWS X-H

March 6, 1963

NBC NEWS ASSIGNS STAFF OF 14 TO COVER
PRESIDENT'S TRIP TO COSTA RICA

NBC News has assigned a staff of 14 newsmen and technicians to cover President Kennedy's trip to Costa Rica, where he will attend a three-day "summit" meeting of leaders of Central American countries.

NBC News correspondents Wilson Hall, Richard Valeriani and Ray Scherer will be at the conference, which is set for March 18-20. Russell C. Tornabene, Manager, News Operations, New York, will direct NBC News coverage at the conference.

The NBC News staff includes two film crews plus technicians to work with a mobile tape unit at Mexico City. Hall, who is based in Rio de Janeiro, and Valeriani, who has covered Caribbean developments for NBC News, will be in Costa Rica before the meeting, arranging for filming and taping. Scherer, who is NBC News' White House correspondent, will accompany the Presidential party.

Jerry Jacobs, associate producer for this Gulf Instant News Special, will also be at the conference, supervising film interviews for a special half-hour news program Tuesday, March 19 (10:30 p.m. EST).

NBC News' entire coverage is under the supervision of Donald Meaney, Director, News Programs.

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NBC COLOR TELEVISION NEWS



March 6, 1963

NBC OPERA COMPANY TO PRESENT BACH'S "ST. MATTHEW PASSION"
IN ENTIRETY AS TWO-PART COLOR PRODUCTION
ON NBC-TV MARCH 31 AND APRIL 7

The "St. Matthew Passion" by Johann Sebastian Bach will be presented in its entirety by the NBC Opera Company in a two-part color production on NBC-TV Sunday, March 31 (1:30-3:30 p.m. EST) and Sunday, April 7 (3:30-5:30 p.m. EST). The monumental passion-oratorio will be sung in English. Alfred Wallenstein will conduct.

The singers will be John McCollum, tenor, as the Evangelist; Norman Treigle, bass, as Jesus; Lee Cass, bass, as Judas; and soloists Judith Raskin, soprano; Maureen Forrester, contralto; Donald Gramm, bass, and Mallory Walker, tenor. Earl Rogers will prepare the chorus.

Producer Samuel Chotzinoff chose the great religious work as the NBC Opera Company's final production of this season to mark Easter. Although it is not an opera, Chotzinoff felt that this dramatic oratorio could be enhanced through a combined aural and visual approach.

The work uses sung narrative, with choral passages and arias. The narrative is taken largely from the Gospel According to St. Matthew, and is sung by the Evangelist, a tenor. Other characters represented are Jesus, Pontius Pilate, Peter, Caiphas and Judas.

Bach composed this extraordinary work when he was in charge of the music at St. Thomas's church in Leipzig in 1729. It was

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2 - St. Matthew Passion

performed that year at Easter time, and had several more performances in his lifetime. It was not until 100 years later, when the work was revived under direction of Felix Mendelssohn, that it attained its rightful appreciation. Since then, it has been universally acknowledged as one of the towering masterpieces in the history of music.

In the 19th Century, it became the custom to perform this work with gigantic choruses. It is frequently performed now with several hundred singers in the chorus and a huge symphony orchestra. The NBC Opera Company production will have a chorus and orchestra of about 40 each, closer to the size used in Bach's own day.

Kirk Browning will direct the two-part production. Frank Skinner is the designer. Costumes will be by Noel Taylor. Fred Popper is associate conductor.

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NBC-New York, 3/6/63

NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLOR BROADCAST SCHEDULE

For April, 1963

(EST through April 27. EDT, April 28-30)

The following programs are broadcast in color Mondays through Fridays:

6:30-7 a.m. -- "Continental Classroom": American Government (except April 10, 11, 12 and 15)

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

2-2:25 p.m. -- "Ben Jerrod." Premiere April 1.

3:30-4 p.m. -- "You Don't Say" (except April 18).
Premiere April 1.

11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson"

* * *

Monday, April 1

7:30-9:30 p.m. -- "Monday Night at the Movies"

10-11 p.m. -- "Jimmy Hoffa and the Teamsters," a special one-hour edition of "David Brinkley's Journal."

Tuesday, April 2

7:30-8:30 p.m. -- "Laramie."

Wednesday, April 3

7:30-9 p.m. -- "The Virginian."

9-10 p.m. -- "Perry Como's Kraft Music Hall."

Thursday, April 4

8:30-10 p.m. -- "Hallmark Hall of Fame": "The Invincible Mr. Disraeli."

10-11 p.m. -- "The Andy Williams Show."

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2 - NBC-TV's April Color Schedule

Friday, April 5

8:30-9:30 p.m. -- "Sing Along with Mitch."
9:30-10 p.m. -- "The Price Is Right."
10-11 p.m. -- "The Jack Paar Program."

Saturday, April 6

9:30-10 a.m. -- "The Ruff and Reddy Show."
10-10:30 a.m. -- "The Shari Lewis Show."
10:30-11 a.m. -- "King Leonardo and His Short Subjects."
12:30-1:30 p.m. -- "Exploring."
3:30-5 p.m. -- "Sports International with Bud Palmer" (last program
in current series)
8:30-9 p.m. -- "The New Joey Bishop Show"

Sunday, April 7

2:30-3:30 p.m. -- "The Way of the Cross." (Repeat)
3:30-5:30 p.m. -- NBC Opera Company: "St. Matthew Passion," part two.
5:30-6 p.m. -- "The Bullwinkle Show."
6-6:30 p.m. -- "Meet the Press."
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."
9-10 p.m. -- "Bonanza."

Monday, April 8

7:30-9:30 p.m. -- "Monday Night at the Movies."
10-10:30 p.m. -- "David Brinkley's Journal."

Tuesday, April 9

7:30-8:30 p.m. -- "Laramie."
8:30-9:30 p.m. -- "Empire."

Wednesday, April 10

9-10 p.m. -- "Perry Como's Kraft Music Hall."

Thursday, April 11

9:30-10 p.m. -- "Hazel."
10-11 p.m. -- "Bell Telephone Hour."

Friday, April 12

8:30-9:30 p.m. -- "Sing Along with Mitch."
9:30-10 p.m. -- "The Price Is Right."
10-11 p.m. -- "The Jack Paar Program."

Saturday, April 13

9:30-10 a.m. -- "The Ruff and Reddy Show."
10-10:30 a.m. -- "The Shari Lewis Show."
10:30-11 a.m. -- "King Leonardo and His Short Subjects."
12:30-1:30 p.m. -- "Exploring."
8:30-9 p.m. -- "The New Joey Bishop Show."
9 p.m. to conclusion -- "Saturday Night at the Movies."

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3 - NBC-TV's April Color Schedule

Sunday, April 14

11 a.m.-12 noon -- Easter Sunday Church Service.
4:30-5:30 p.m. -- "The Fred Waring Easter Show."
5:30-6 p.m. -- "The Bullwinkle Show."
6-6:30 p.m. -- "Meet the Press."
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."
10-11 p.m. -- "The Dinah Shore Show."

Monday, April 15

7:30-9:30 p.m. -- "Monday Night at the Movies."
10-10:30 p.m. -- "David Brinkley's Journal."

Tuesday, April 16

7:30-8:30 p.m. -- "Laramie."
8:30-9:30 p.m. -- "Empire."

Wednesday, April 17

7:30-9 p.m. -- "The Virginian."
9-10 p.m. -- "Perry Como's Kraft Music Hall."

Thursday, April 18

9:30-10 p.m. -- "Hazel."
10-11 p.m. -- "The Andy Williams Show."

Friday, April 19

8:30-9:30 p.m. -- "Sing Along with Mitch."
9:30-10 p.m. -- "The Price Is Right."
10-11 p.m. -- "The Jack Paar Program."

Saturday, April 20

9:30-10 a.m. -- "The Ruff and Reddy Show."
10-10:30 a.m. -- "The Shari Lewis Show."
10:30-11 a.m. -- "King Leonardo and His Short Subjects."
12:30-1:30 p.m. -- "Exploring."
8:30-9 p.m. -- "The New Joey Bishop Show."

Sunday, April 21

5:30-6 p.m. -- "The Bullwinkle Show."
6-6:30 p.m. -- "Meet the Press."
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."
8:30-9 p.m. -- "American Landmark: Lexington-Concord"
9-10 p.m. -- "Bonanza."
10-11 p.m. -- "Du Pont Show of the Week": "The Shark"

Monday, April 22

10-10:30 p.m. -- "David Brinkley's Journal."

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4 - NBC-TV's April Color Schedule

Tuesday, April 23

7:30-8:30 p.m. -- "Laramie."
8:30-9:30 p.m. -- "Empire."

Wednesday, April 24

7:30-9 p.m. -- "The Virginian."
9-10 p.m. -- "Perry Como's Kraft Music Hall."

Thursday, April 25

9:30-10 p.m. -- "Hazel."
10-11 p.m. -- "The Andy Williams Show."

Friday, April 26

8:30-9:30 p.m. -- "Sing Along with Mitch."
9:30-10 p.m. -- "The Price Is Right."
10-11 p.m. -- "The Jack Paar Program."

Saturday, April 27

9:30-10 a.m. -- "The Ruff and Reddy Show."
10-10:30 a.m. -- "The Shari Lewis Show."
10:30-11 a.m. -- "King Leonardo and His Short Subjects."
12:30-1:30 p.m. -- "Exploring."
8:30-9 p.m. -- "The New Joey Bishop Show."

Sunday, April 28

5:30-6 p.m. -- "The Bullwinkle Show."
6-6:30 p.m. -- "Meet the Press."
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."
9-10 p.m. -- "Bonanza."

Monday, April 29

7:30-9:30 p.m. -- "Monday Night at the Movies."
10-10:30 p.m. -- "David Brinkley's Journal."

Tuesday, April 30

7:30-8:30 p.m. -- "Laramie."
8:30-9:30 p.m. -- "Empire."

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NBC-New York, 3/6/63

March 7, 1963

CHEVROLET RENEWS ITS FULL-HOUR SPONSORSHIP
OF 'BONANZA' COLOR SERIES FOR 1963-64

The Chevrolet Motors Division of General Motors Corporation has renewed its full-hour sponsorship of "Bonanza," NBC-TV Western adventure series in color Sundays (9-10 p.m. NYT) for the 1963-64 season, it was jointly announced today by L. H. Averill, General Sales Manager of the Chevrolet Motors Division, and Walter D. Scott, Executive Vice President, NBC Television Network.

"Bonanza," which is consistently among television's highest rated shows, has been sponsored entirely by Chevrolet since September, 1961.

Mr. Scott said, "We are delighted that Chevrolet has renewed its association with NBC-TV and 'Bonanza' for another season. 'Bonanza' is one of television's most spectacular outdoor-adventure series, and is certain to continue to provide Chevrolet with an exciting color showcase for its many fine products."

Filmed in color in the scenic locales of the Lake Tahoe-Virginia City region, the series started on NBC-TV in the Fall of 1959, and quickly became one of television's most popular series. The stars are Lorne Greene as Ben Cartwright, who runs the vast Ponderosa Ranch; and Pernell Roberts, Michael Landon and Dan Blocker as his three sons.

The order for Chevrolet was placed through Campbell-Ewald Inc., Detroit.

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March 7, 1963

OUTSTANDING COLOR TV COMMERCIALS ARE DEMONSTRATED IN SPECIAL REPORT,
"CLOSE-UP ON COLOR," BY NBC'S DON DURGIN AT WORKSHOP
OF ASSOCIATION OF NATIONAL ADVERTISERS

- - -
Calls Color TV "Ultimate Medium for Entertaining and Selling"

A demonstration of more than 30 outstanding color television commercials highlighted a special feature of the Television Workshop of the Association of National Advertisers yesterday (March 6) at the Hotel Plaza, New York. The presentation was part of a special report titled "Close-up on Color," made by Don Durgin, Vice President, NBC Television Network Sales. Representatives of more than 150 national advertisers were present.

Mr. Durgin termed color television "the ultimate medium for entertaining and selling" and cited "geometric gains" in color set sales, color programming's proven rating advantage, and unprecedented interest among dealers, local stations and major advertisers as proof of color television's present impact on the advertising media. He said NBC-TV currently has 74 per cent of its nighttime schedule in color, and will televise more than 2,000 color hours in 1963.

Prominent in the presentation were endorsements from agencies and clients attesting to their enthusiasm for color television and advertising. Several said they gain valuable experience at little extra cost while creating extra impact on a quality audience of

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innovators. In addition, advertisers feel they gain extra prestige with the public and have a powerful merchandising tool within their own organization.

The color commercials used in the demonstration were divided into five categories: Cigarettes, Automobiles, Corporate, Durables and Groceries. Commercials of the following companies and products were shown:

Cigarettes

Pall Mall

Winston

Lucky Strike

Salem

L & M

Camel

Kent

Automobiles

Ford

Chevrolet

Buick

Chrysler

Durables

Du Pont

Chemstrand

Kodak

Bulova

RCA

Groceries

General Foods

Kraft

Columbia Coffee

Fritos

Carnation

Seven-Up

Florida Citrus

Heinz

Scott

General Mills

Corporate

A T & T

Shell Oil

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March 7, 1963

LEADERS OF TV AND RADIO HONOR BOB HOPE AT IRTS BANQUET

Star Is First Performer to Receive Society's Gold Medal

--Top Entertainers Join in Tribute

Bob Hope was honored for his "outstanding contribution to Radio and Television Broadcasting" by distinguished leaders of the industry, and was awarded the 1963 Gold Medal of the International Radio and Television Society, at its 23rd anniversary banquet last night (March 6).

The star, who is celebrating his 25th year with NBC, received his newest honor from William K. McDaniel, IRTS President, on behalf of the IRTS Board of Governors and members in the Grand Ballroom of New York's Waldorf-Astoria Hotel. The affair was attended by more than 1,000 persons who had come to pay tribute to Hope.

Hope is the first performer to be awarded the IRTS Gold Medal. Previous recipients were Brig.-General David Sarnoff, Chairman of the Board, Radio Corporation of America (1960); President John F. Kennedy and former Vice President Richard M. Nixon (1961), and Dr. Frank Stanton, President, Columbia Broadcasting System (1961).

On the dais with Hope were Jack Benny, Edward L. Bond, President, Young & Rubicam, Inc.; orchestra leader Les Brown; George Chandler, President, Screen Actors Guild; vocalist Rosemary Clooney; Edward Codel, President, Station Representatives Association; LeRoy Collins, President, National Association of Broadcasters; Matthew J. Culligan, President, Curtis Publishing Company and Past President IRTS;

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NBC sportscaster Joe Garagiola, band leader Lionel Hampton, singer Frances Langford, Robert E. Kintner, President, National Broadcasting Company; singer-actress Marilyn Maxwell; William K. McDaniel, Executive Vice President, NBC Radio Network; Thomas W. Moore, Chairman of the Banquet and Vice President, ABC-TV; Milton Mumford, President, Lever Brothers Company; Conrad Nagel, President, Associated Actors and Artists of America; singer-guitarist Tony Romano; Robert W. Sarnoff, Chairman of the Board, National Broadcasting Company, and Past President of IRTS; Dr. Frank Stanton and Lynn Townsend, President, Chrysler Corporation.

After presentation of the award, Hope made his acceptance speech in the form of a comedy monologue about the industry, ratings, Oscar nominations and other subjects.

An entertainment program of show-stopping performances rounded out the evening. Participating were Jack Benny, with laudatory and humorous remarks; Miss Maxwell and Miss Clooney, who sang tunes with special lyrics written by composer Sammy Cahn; Frances Langford and Tony Romano, who recalled traveling with Hope around Europe and Alaska; Lionel Hampton and his quartet, and Les Brown and his Band of Renown. Garagiola was emcee of the entertainment portion of the evening.

Hope began his first regular broadcasting series on NBC Radio in 1938, and has been a major attraction on TV since his NBC-TV debut in 1950. This season he is presenting six special programs. The next one will be broadcast Wednesday, March 13 (9-10 p.m. EST), with guests Frank Sinatra, Robert Goulet and Brenda Lee, and Edie Adams introducing the 1963 Hollywood Deb Stars.

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During the 1963-64 season on NBC-TV, Hope will engage in his most ambitious TV series for a total of 48 productions. Of those, five will star Hope in full-hour comedy-variety shows and a sixth will feature his annual Christmas presentation, expanded next season to an hour and a half. Hope also will star in two full-hour dramatic productions, for which details will be announced. Revue Productions will color-film the remaining 40 programs of varied formats, stressing suspense and adventure elements with Hope as host.

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NBC-New York, 3/7/63

NBC COLOR TELEVISION NEWS



March 7, 1963

PREMIERE

'BEN JERROD' TO START APRIL 1

Michael Ryan Stars in Title Role of New NBC-TV Daytime Drama
Color Series Based on Cases of Young New England Lawyer;
Addison Richards and Jeannie Baird Are Co-Stars

"Ben Jerrod," a new, Monday-through-Friday drama series based on the cases of a young New England lawyer, premieres on NBC-TV -- in color -- Monday, April 1 (2-2:25 p.m. EST). Michael Ryan stars in the title role and Addison Richards and Jeannie Baird are co-starred.

The show, originating live-on-tape in NBC's Burbank, Calif., studios, will be television's only daytime dramatic series to be telecast in color.

Ryan will portray an idealistic young lawyer who quits a successful law practice in Chicago to return to Indian Hill, Rhode Island, his home town, to seek a more meaningful way of life.

Richards will play former Judge John P. Abbott, who welcomes Jerrod as a partner in his languishing law practice. Jerrod has complete faith in Judge Abbott, although not even he fully comprehends why the judge resigned from the bench rather than fight charges which had been made against him.

Miss Baird is cast as Agnes Abbott, the judge's attractive daughter and secretary. She has more than a passing interest in

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her father's new partner, but respects Jerrod's distrust of romance because of an earlier, unhappy, love affair.

The series will be produced by Jason Productions in association with NBC. Roy Winsor, producer-creator of daytime series including "Love of Life," "The Secret Storm," and "Search for Tomorrow," will be executive producer. Joseph Hardy, former associate producer of "Love of Life" and "Secret Storm," will be the new show's producer.

The series will be written by William Kendall Clarke, one of television's top authors. His credits include "United States Steel Hour," "Philco-Goodyear Playhouse," "Robert Montgomery Presents," "Modern Romances," "Way of the World" and "Man Against Crime."

Michael Ryan was selected for the title role by Winsor after several months of testing actors in California and New York. Ryan previously starred on another daytime series, "As the World Turns." On the stage, he starred in the national tour of "The Dark at the Top of the Stairs."

Addison Richards made his movie debut in 1933, playing the title role of "The Lone Cowboy," with Jackie Cooper. Since then he has appeared in hundreds of films, including the "Andy Hardy" series.

Miss Baird has been featured in many films, both for television and motion pictures. For two years she starred on her own show as actress, singer, dancer and mistress of ceremonies, on Station KEY-T, in her home town, Santa Barbara, Calif.

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NBC-New York, 3/7/63

NBC'S SANDER VANOCUR AND ROBERT C. HITCHENS TO ADDRESS
UNIV. OF FLORIDA'S ANNUAL BROADCASTING DAY

NBC News White House correspondent Sander Vanocur and Robert C. Hitchens, Director, Sales Planning, NBC Radio Network, will be guest speakers at the University of Florida's fifth annual Broadcasting Day March 11.

Mr. Hitchens will deliver the network's 1963 NBC Radio sales presentation and will join in a panel discussion, sponsored by the University's School of Broadcast Journalism and Communications. His talk will include a question-and-answer session with Chet Huntley, who will be on a closed circuit audio line to New York.

Mr. Vanocur will speak at a banquet, to be held under auspices of the Florida Association of Broadcasters.

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NBC-New York, 3/7/63



March 7, 1963

CORRECTIONS IN NBC-TV NETWORK APRIL COLOR BROADCAST SCHEDULE

Friday, April 5

9:30-10 p.m. Kill: "The Price Is Right" on this date only.
Program will be pre-empted by a
special telecast, to be announced.

Sunday, April 7

10-11 p.m. Add: "Du Pont Show of the Week" -- "The
Shark."

Sunday, April 21

10-11 p.m. Kill: "Du Pont Show of the Week" -- "The
Shark."

NBC NEWS ASSIGNS ROBERT MacNEIL FROM LONDON TO WASHINGTON

Assignment of NBC News' London correspondent Robert MacNeil to the network's news staff in Washington, D. C., was announced today by Rex Goad, Director, NBC News.

MacNeil was in London for NBC News the past two years, after five years with Reuters in London. He was originally from Montreal, Canada. His news career spans a decade and includes assignments in the Congo, Brussels, Lisbon, Upsala, Helsinki, Paris and Vienna.

In November, 1962, MacNeil was the first representative of a U. S. news organization to enter Cuba after the Oct. 22 crisis. MacNeil and several other newsmen arrived in Havana and were promptly arrested.

They were released and permitted to move about freely until Cuban officials expelled them from the country. While based in London for NBC News, MacNeil also covered the construction of the Berlin Wall, the Algerian civil war and the funeral of Dag Hammarskjold.

MacNeil is married to the former Rosemarie Copland of Canberra and Melbourne, Australia. They have two children, Catherine, 5, and Ian, 4.

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NBC-New York, 3/7/63

NBC TELEVISION NETWORK NEWS X-H

'NBC WHITE PAPER' EXAMINES 'BRITISH SOCIALIZED MEDICINE'

Medical Authorities, Health Service Physicians, Patients
will Participate in Documentary Filmed in England

FOR RELEASE MONDAY A.M., MARCH 11

"British Socialized Medicine," a study of Great Britain's approach to the controversial problem of providing medical care for the people of a nation, will be presented as an "NBC White Paper" Sunday, March 31 on NBC-TV (10-11 p.m. EST).

Chet Huntley, narrator of the film report, explains in the introduction: "The British National Health Service has become very much a part of the increasingly emotional discussions about medical care in the United States. Sometimes it has been defended; more often, attacked -- yet few Americans really understand what it is or how it works..."

"Our purpose is not to determine whether the British system is better than ours or worse, but to examine it on its own terms -- to see how another country has tried in its own way to meet the universal problem of satisfying the health needs of its people."

"British Socialized Medicine" is a presentation of Creative Projects, NBC News, headed by executive producer Irving Gitlin. The program was produced and directed by Al Wasserman, who was producer of the award-winning "NBC White Paper" programs "The U-2 Affair," "Sit-In," "Angola: Journey to a War" and "The Battle of Newburgh." It was written by Wasserman and Wallace Westfeldt, who is associate producer.

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WINNERS ARE ANNOUNCED IN FIFTH ANNUAL
NBC PROMOTION MANAGERS AWARDS CAMPAIGN

FOR RELEASE MONDAY A.M., MARCH 11

Howard Wry, WHNB-TV, Hartford, Conn., and Caley E. Augustine, WIIC-TV, Pittsburgh, Pa., were announced today as the winners of the Fifth Annual NBC Promotion Managers Awards Campaign for local station support of the 1962-63 NBC Television program schedule.

Mr. Wry, a first-time winner in the annual Awards Campaigns, was judged top entry in the "under \$700 rate" category. Mr. Augustine is a repeat winner of the "over \$700 rate" category, having won first place last year. The entries were grouped into two categories to compensate for the difference in size of competing stations.

Runners-up in the "under \$700 rate" group were Cal Druxman, KTAL-TV, Shreveport, La., and David Williams, WNDU-TV, South Bend, Ind. Runners-up in the "over \$700 rate" division were James Knight, WTRF-TV, Wheeling, W. Va., and Dick Paul, WAVY-TV, Norfolk, Va.

The six major winners will receive a one-week, all-expenses-paid trip to Los Angeles. They will visit the NBC-TV studios in Burbank, meet NBC-TV stars and tour Disneyland.

Contest entries were judged by executives of leading advertising agencies in four principal categories: press, advertising, promotion and special exploitation.

Promotion features highlighted in the local station exhibits were the "Pick the Winners on Channel 'X' Viewers Contest," "The Virginian Coloring Contest," the "NBC Programs Parade" and News and Public Affairs programs.

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Stations in more than 50 major markets conducted the viewers' contest, in which viewers submitted their choice of the "Top Ten Programs." More than \$100,000 in prizes were awarded. More than 25 newspapers in major markets cooperated in the coloring contest, and many "NBC Program Parades" were conducted.

The NBC Promotion Managers Awards competition, endorsed by the Broadcasters Promotion Association, is the only television network awards contest which provides an opportunity for local stations to display their efforts on behalf of a network's program schedule and to compete with other promotion managers for prizes.

The fourth-through tenth award winners, who will receive valuable prizes, are:

In the "under \$700 rate": fourth, Fred Foerster, WBRE-TV, Wilkes-Barre, Pa.; fifth, Mrs. Carol Geerdes, KROC-TV, Rochester, Minn.; sixth, Paul G. Becker, KVAL-TV, Eugene, Ore.; seventh, Cal D. Mahlock, WKJG-TV, Ft. Wayne, Ind.; eighth, Reg Stagmaier, WRCB-TV, Chattanooga, Tenn.; ninth, Frank J. Doherty, Jr., WWLP, Springfield, Mass.; tenth, Mrs. Barbara Hofer, WSAV-TV, Savannah, Ga.

In the "over \$700 rate": fourth, Donald Fischer, WCKT, Miami, Fla.; fifth, K. C. Strange, WFBS-TV, Indianapolis, Ind.; sixth, Kirt Harriss, KPRC-TV, Houston, Tex.; seventh, Fred Mueller, KSD-TV, St. Louis, Mo.; eighth, Charles Cash, WSB-TV, Atlanta, Ga.; ninth, Doug Duperrault, WFLA-TV, Tampa, Fla.; tenth, Jack Williams, WSAZ-TV, Huntington, W. Va.

Judges for the contest were Thomas McAvity of J. Walter Thompson; Bart McHugh Jr. of Sullivan, Stauffer, Colwell & Bayles; Mitchell Johnson of William Esty; Allen Ducovney of D'Arcy; Tom McDermott of N. W. Ayer; William Craig, of Young & Rubicam, and Richard Depew of Cunningham & Walsh.

NBC COLOR TELEVISION NEWS



NIXON PROPOSES 'PARTIAL BLOCKADE' TO STOP FLOW OF OIL
TO CUBA AS STEP TO FALL OF RED GOVERNMENT,
IN INTERVIEW ON 'JACK PAAR PROGRAM'

FOR RELEASE SATURDAY A.M., MARCH 9

A partial blockade to stop the flow of oil into Cuba was proposed by former Vice President Richard M. Nixon in an interview on NBC-TV's "Jack Paar Program" tonight Friday, March 8 (10-11 p.m. EST in color).

Nixon's appearance on the program, taped March 3 in NBC-TV's Studio 6B in Rockefeller Center, was the fulfillment of a promise he made to Paar before the 1962 California gubernatorial election -- that he would be on the show "win or lose."

"I believe that we could well take the step to stop the flow of all oil into Cuba," Nixon told Paar. "That would require a partial blockade, but I think that would have the effect of probably bringing the Communist government down."

Referring to the 1961 Bay of Pigs incident, Nixon said, "As far as the invasion of Cuba was concerned, if no air cover was provided, it should never have been planned in the first place. And when the suggestion is made that President Eisenhower may or may not have planned air cover, I would only suggest (that) I cannot imagine the general,

(more)

who planned the greatest invasion in history -- the invasion of Normandy -- allowing those 1,500 brave Cubans to go into the Bay of Pigs...without first having destroyed the enemy air power, or providing air cover."

Discussing his own party, Nixon said, "If the Republicans are going to win in 1964, they've got to learn to enjoy fighting the Kennedy Administration as much as they seem to enjoy fighting each other.

Commenting on his own future, Nixon said he intended to continue the practice of law but that he would also speak out on public issues as a citizen, free to express his own views on his party and country.

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NBC-New York, 3/8/63

March 11, 1963

'ESPIONAGE,' WEDNESDAY FULL-HOUR ANTHOLOGY SERIES
ON NBC-TV IN 1963-64, TO BE PRODUCED IN ENGLAND
WITH HERBERT BRODKIN AS EXECUTIVE PRODUCER

"Espionage," a new weekly full-hour filmed dramatic anthology series to be produced in England with Herbert Brodtkin as executive producer, will be a 1963-64 feature on the NBC Television Network (Wednesdays 9-10 p.m. NYT).

The new series was announced today by Walter D. Scott, Executive Vice President, NBC Television Network. The programs will be filmed principally in England by an American creative team headed by Brodtkin, whose production credits include "The Defenders," "The Nurses," "Playhouse 90" and "Studio One."

"Espionage" will offer tense spy stories largely based on actual recorded incidents, in settings ranging from before World War I to the current Cold War. The dramas will be enacted by top talent here and abroad, re-creating the atmosphere of suspense and intrigue in which undercover agents of world powers engage in their dangerous work.

The pilot film "The Incurable One," stars Steven Hill and Ingrid Thulin. Miss Thulin portrays a Danish countess who becomes a compulsive killer as a result of her World War II experiences as a British undercover agent. Hill co-stars as her former sweetheart, who tries in vain to help her readjust to civilian life and to plan his own life without her. The pilot was produced by George Justin, directed by Stuart Rosenberg and written by Sidney Carroll and Halsted Welles. Norman Dello Joio composed and conducted the musical theme and score.

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Miss Thulin, a stage actress and director in the Swedish Royal Theatre, has starred in the films "Wild Strawberries," "The Magician," "Brink of Life" and the soon-to-be-released "Winter Light," all filmed by Swedish director Ingmar Bergman. She also has appeared on TV in "Intermezzo" and a "Du Pont Show of the Week."

Steven Hill starred on Broadway as Sigmund Freud in "A Far Country." His TV credits include "Dr. Kildare," "Ben Casey," "The Eleventh Hour" and "Route 66." Hill has the co-starring role in Stanley Kramer's recently released film, "A Child Is Waiting."

Producer George Justin has many film credits including "Middle of the Night," "The Fugitive Kind," "Twelve Angry Men" and "Something Wild." He also was production supervisor of "Long Day's Journey into Night" and, for TV, produced the pilot for "The Defenders" series.

Director Stuart Rosenberg's credits include "The Defenders," "Ben Casey," "The Untouchables," "Twilight Zone" and "Alfred Hitchcock Presents." Sidney Carroll, winner of the 1956 Mystery Writers of America "Edgar" for "The Fine Art of Murder" on TV's "Omnibus," has done teleplay for "U. S. Steel Hour," "Kraft Television Theatre," "Studio One" and others. In films he has joint screenplay credit for "The Hustler," winner of the New York Film Critics' Award for best screenplay of 1961 and Academy Award nominee. Norman Dello Joio was the winner of the 1957 Pulitzer Prize for Music and of a 1959 N. Y. drama Critics' Circle Award for the NBC Opera "The Triumph of St. Joan." He was composer of the score for TV's "Air Power" series and of music for the Michael Kidd-choreographed ballet, "On Stage."

Herbert Brodtkin is executive producer of "Espionage," for which the producing company is his Plautus Productions. The series will be produced in association with ITC Inc. and NBC.

SHIRLEY BOOTH WILL RECEIVE THE GENII AWARD
OF RADIO AND TV WOMEN OF SO. CALIFORNIA

Shirley Booth, one of the most honored women of the American theatre, will receive another award to add to the 28 she already has won for her starring performances in television, motion pictures and the theatre.

The radio and television women of Southern California have voted her the Genii Award for her outstanding contribution to TV this year as the star of NBC's "Hazel" color series (Thursdays, 9:30 p.m. EST). The presentation will be made at the organization's ninth annual banquet April 25 at the Palladium Theatre in Hollywood.

Miss Booth won the Academy Award in 1952 for best actress for her performance in "Come Back, Little Sheba." The next year the Cannes Film Festival called her "the world's greatest actress." She also has won an Emmy, and is the only actress to receive three Antoinette Perry Awards.

Stars who have received the Genii Award in previous years include Dinah Shore, Lucille Ball, Barbara Stanwyck and Eleanor Powell.

NBC-New York, 3/11/63

WEEK'S BY-LINER GUESTS ARE ANNOUNCED
FOR WNBC-TV'S "NEWSPAPER OF THE AIR"

The following New York newspaper guest are scheduled to appear on WNBC-TV's "Newspaper of the Air" this week:

Monday, March 11 -- Ben Gross of the News, Harold Schomberg of the Times, Jesse Abramson of the Herald Tribune and Ralph Schoenstein of the Journal-American.

Tuesday, March 12 -- Richard K. Doan of the Herald Tribune, Richard Kluger of the Herald Tribune and Ralph Schoenstein.

Wednesday, March 13 -- John David Griffin of the Mirror, Sam Kaplan and Howard Tuckner of the Times and Ernie Kehr of the Herald Tribune.

Thursday, March 14 -- Val Adams of the Times, Bob Stewart of the World-Telegram & Sun and Ralph Schoenstein.

Friday, March 15 -- Sam Kaplan, Hanson Baldwin and John Wilson of the Times.

"Newspaper of the Air" has been broadcast Mondays through Fridays (5 to 6:30 p.m. EST) during the newspaper strike-shutdown in New York.

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NBC-New York, 3/11/63

NBC TELEVISION NETWORK NEWS 2-X-H

March 12, 1963

ROBERT TAYLOR AND ROBERT LOGGIA TO STAR NEXT SEASON IN NEW
NBC-TV FULL-HOUR DRAMA SERIES ON FIELD ACTIVITIES OF
U.S. DEPARTMENT OF HEALTH, EDUCATION AND WELFARE

Robert Taylor and Robert Loggia will star next season on NBC-TV in a new full-hour drama series based on the exciting field activities of the U. S. Department of Health, Education and Welfare. The programs, for which a title will be announced, will be broadcast Thursdays from 7:30 to 8:30 p.m. NYT.

The series, to be produced by Four-Star Productions, was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

Taylor will also narrate the series. Contributing to the semi-documentary approach, many scenes will be filmed on-location in Washington and other cities where HEW teams are sent to combat disease or disaster. Merwin Gerard has been named producer, John Newland director and Dennis Shryack assistant producer.

The dramas will vary in scope, treating such subjects as investigations of runaway epidemics, mass food poisonings, adoption hoaxes, cancer quacks.

Taylor will star as Christopher Logan, a bachelor, who is a special assistant to the Secretary of Health, Education and Welfare. Loggia will play his right-hand man, Paul Michaels, a young married man. An actor to portray Clay Wallace, a third member of the team, will be announced soon.

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Episodes of the Robert Taylor show will be fictionalized accounts of activities of the largest and perhaps most diversified of the U. S. government agencies -- HEW employs about 70,000 people and spends \$6,000,000,000 annually.

Taylor starred in "The Detectives" on NBC-TV in the 1961-62 season. Since then he has finished two movies, "Miracle of the White Stallions" for Walt Disney and "Cattle Kings" for 20th Century-Fox. He goes to England in March to star in another movie, "Legacy of a Spy."

Loggia was seen on NBC-TV this season in "The Interrogator" on "Du Pont Show of the Week." He appeared last season on NBC-TV in "The Nine Lives of Elfego Baca" on "Walt Disney's Wonderful World of Color." He has played in several movies, the most recent being "The Cop Hater" and "The Missile."

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NBC-New York, 3/12/63

March 12, 1963

NBC FILMS TO INTRODUCE 'ASTRO BOY,' ORIGINAL TV SERIES
OF ANIMATED CARTOON ADVENTURES IN 21ST
CENTURY, FOR SYNDICATION

NBC Films will introduce "Astro Boy," an original television series for syndication, it was announced today by Morris Rittenberg, President, NBC Films.

A novel enterprise in television programming, "Astro Boy" is an animated cartoon series of 52 full half-hour episodes depicting the interplanetary adventures of a youngster in the 21st Century. Production costs for "Astro Boy" exceed \$2,000,000. The all-family entertainment, scheduled for distribution this Spring, combines the advanced techniques of comic special effects, science fiction and modern animation.

"Especially created for the syndication market," Mr. Rittenberg said, "'Astro Boy' is the first completely new show in three seasons to meet the standards set by NBC Films. Timely stories of space and adventure are of interest to everyone, regardless of age. The animation techniques make possible on the TV screen the wildest dreams of the imagination."

The full half-hour length for each complete "Astro Boy" adventure is another distinction of this animated series. "Aside from the requirements of plot development," Mr. Rittenberg added, "the half-hours are ideal for the time schedules of local stations."

"Astro Boy" will be distributed in the United States by NBC Films, and overseas by NBC International. The series will be shown at the NAB meetings in Chicago.

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NBC TELEVISION NETWORK NEWS

March 12, 1963

FOUR-PART HISTORY OF CATHOLIC CHURCH AND ITS ECUMENICAL COUNCILS,
FILMED IN EIGHT FOREIGN LANDS, NEARS COMPLETION
NBC-TV to Present Series on 'The Catholic Hour'

A four-part history of the Catholic Church and its Ecumenical Councils, filmed in eight countries of Europe and the Near East by the National Broadcasting Company in cooperation with the National Council of Catholic Men, is now in final stages of production.

The series, titled "I Am with You," will be telecast by "The Catholic Hour" on the NBC-TV Network Sundays, May 5, 12, 19 and 26 (1:30-2 p.m. EST).

Philip Scharper, well-known writer on religious subjects and American editor for the publishing firm of Sheed & Ward, is author of the scripts. Ralph Burns, a noted music director, arranger and composer for TV and the Broadway stage, has written and will conduct the original orchestral scores.

Norman Rose, the stage and TV actor, will be the narrator. There will be additional narration by Donald Davis, also prominent as an actor in TV and the theater.

In terms of design, content and scope, the four-part series is the biggest project ever undertaken by the NBC-TV Religious Programs Unit. Its triple objective is (1) to give Catholics and non-Catholics a panoramic view of the history of the Church since the First Pentecost, (2) to explain the role of the Church's 20 ecumenical councils in fostering the world-wide development of Christianity and in meeting

(more)

various challenges to its unity, and (3) to cooperate with the Holy See in developing a broad base of understanding of the current Second Vatican Council, also known as the Ecumenical Council.

In preparation of the series, NBC and the NCCM had the sanction of Amleto Cardinal Cicognani, Papal Secretary of State, and the particular support of Archbishop Martin J. O'Connor, rector of the North American College and a prominent member of the Pontifical Commission on Motion Pictures, Radio and Television.

An NBC-NCCM task force filmed the four programs in 16 cities in eight countries: Italy (Rome, Florence, Trent, Subiaco), Jordan (Jerusalem), Lebanon (Baalbek), Turkey (Istanbul, Nicea, Ephesus), Greece (Athens, Corinth), France (Avignon, Vienne, Lyons), Switzerland (Geneva) and West Germany (Constance).

In West Germany, NBC and the NCCM enlisted the support of an American Lutheran pastor, whose headquarters are in West Berlin, to obtain specially photographed film of the town of Wittenberg in East Germany, including interior shots of the house of Martin Luther. In East Berlin, the task force had requested permission of the East German government to film Wittenberg in the Communist-dominated territory, but it was advised that the Red Army was on maneuvers in the area and filming was out of the question.

The cultural world of the first film, "The Beginnings," is Eastern and Greek, the greater part devoted to tracing the golden age of the Church in the East and to the great councils of Nicea, Chalcedon, Constantinople (now Istanbul) and Ephesus.

The second film, "The Middle Ages," will show the development and crises of the Church in the West from the time of Charlemagne (800)

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3 - Four-Part History

to the fall of Constantinople (1453). It will document the four Lateran Councils, the two Lyons Councils, the Councils of Vienne, Constance and Basel-Ferrara-Florence.

The third, "The Renaissance and The Reformation," will cover the period from 1453 to 1563, tracing the background of the Protestant revolt and the Counter-Reformation launched by the Council of Trent (1545-63).

The fourth, "The Age of Renewal," will deal with the period from the close of the Council of Trent through the First Vatican Council (1869-70) and up to the current Second Vatican Council.

Doris Ann, manager of NBC Television religious programs, is executive producer of the series for the network, and Martin Hoade is producer-director. Martin Work, executive director of the NCCM, is executive producer for that organization, and Richard J. Walsh is producer. Joseph Vadala of NBC News was the photographer, and John F. Teeple is the film editor.

Bishop John J. Dougherty, S.S.D., president of Seton Hall University, South Orange, N.J., is special consultant.

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NBC-New York, 3/12/63



March 12, 1963

BETTY WHITE AND BARRY SULLIVAN TO BE GUEST CELEBRITIES
FOR PREMIERE WEEK OF "YOU DON'T SAY!" ON NBC-TV NETWORK

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Tom Kennedy Emcees Daytime Color Series

Television personality Betty White and actor Barry Sullivan have been signed as guest celebrities for the premiere week of "You Don't Say!" NBC-TV's new Monday-through-Friday audience-participation game show, which will be telecast in color starting Monday, April 1 (3:30-4 p.m. EST). Tom Kennedy will be master of ceremonies, as previously announced.

In the game, two teams -- each composed of a guest celebrity and a member of the studio audience -- will try to guess the names of famous people, living or dead, using incomplete sentences as clues.

Miss White has been a frequent guest on network panel and audience-participation shows and for the last eight years has served as a commentator on NBC-TV's annual color telecast of Pasadena's Tournament of Roses Parade. Sullivan has established himself as a star of stage, screen and TV and lists among his many credits the title role of TV's "Tall Man" series.

Miss White and Sullivan will appear on "You Don't Say!" through April 5. Studio audience team members will play as long as their team continues to win.

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NBC TELEVISION NETWORK NEWS
March 12, 1963

NBC-TV LEADS OTHER TWO NETWORKS WITH

18 NOMINEES FOR TV GUIDE AWARDS

Winners for 1963 to Be Honored During Full-Hour NBC Special,

"The Bob Hope Show Presenting the TV Guide Awards"

Six NBC News and informational programs (out of 10 nominees in these categories) are among the 18 NBC-TV programs and personalities nominated for the 1963 TV Guide Awards in a nation-wide poll of U.S. and Canadian television viewers conducted by the magazine.

NBC-TV programs also scored heavily in the "Best Single Dramatic, Musical or Variety Program" category with a total of four of the five nominations.

Final results of the voting will be announced by TV Guide publisher James T. Quirk and the winners will be honored during a 15-minute segment of "The Bob Hope Show Presenting the TV Guide Awards," a full-hour NBC-TV special broadcast Sunday, April 14 (9-10 p.m. EST). Hope's guests for the 45-minute comedy-with-music revue portion of the show will be Dean Martin and Martha Raye.

Of NBC-TV's 18 nominees (a greater total than either of the other two networks), three 1962 award-winners again won nominations.

"The Huntley-Brinkley Report," nominated for "Best News Series," has been winner in the popularity poll in each of the three years the awards have been presented. "Bonanza," winner of the 1962 "Favorite Series," has again been nominated in that category. "The Bob Hope Christmas Show," winner in the "Best Single Musical or Variety Program" segment in 1962, won nomination in the new category of "Best Single Dramatic, Musical or Variety Program."

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Five nominees were selected in each of eight categories. A final ballot listing nominees will be published in the March 23 issue of TV Guide.

The NBC-TV Network nominees for the 1963 awards are:

For "Favorite Series (Any Type, Any Length)" --
"Bonanza" and "Dr. Kildare."

For "Favorite News Series (Any Type, Any Length)" --
"The Eleventh Hour" and "The Virginian."

For "Best Single Dramatic, Musical or Variety Program" -- "Bob Hope Christmas Show," "Danny Kaye Show," "Peter Pan" and "Pygmalion."

For "Best Single News or Information Program" -- "The Death of Stalin" (NBC White Paper), "The Rise of Khrushchev" (NBC White Paper), "The Tunnel" and "The World of Jacqueline Kennedy."

For "Best News Series" -- "David Brinkley's Journal" and "Huntley-Brinkley Report."

For "Best Children's Series" -- "Walt Disney's Wonderful World of Color" and "The Shari Lewis Show."

For "Favorite Male Performer" -- Richard Chamberlain.

For "Favorite Female Performer" -- Shirley

Booth.

"The Bob Hope Show Presenting the TV Guide Awards" NBC-TV special will be sponsored by U. S. Time Corp. (Timex) and Lever Brothers Company (Pepsodent). The respective advertising agencies are Warwick and Legler, Inc. and Foote, Cone & Belding Inc.

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NBC-New York, 3/12/63

March 12, 1963

THE USO HONORS BOB HOPE

NBC star Bob Hope will be saluted by a distinguished roster of speakers when he is presented with the New York City USO's Distinguished Award at the USO Award Dinner for him March 14, in the Grand Ballroom of New York's Hotel Astor.

Hope, who currently is marking his 25th year with NBC, will be the second person to receive the USO award. The previous recipient was Francis Cardinal Spellman, who was honored in 1961. The Hope award, a solid gold medal, is inscribed:

Presented to Bob Hope in Grateful
Recognition Of Twenty-One Years Of Tireless And
Devoted Service To The Men and Women Of The Armed
Forces Of Our Country.

The medal will be presented by Maj. Gen. Melvin L. Krulewitch, New York State Athletic Commission Chairman and USO Campaign Chairman. The Dinner Committee Chairman is Thomas S. Gates, former Secretary of Defense, who is President of the Morgan Guaranty Trust Co. John Charles Daly will be toastmaster of the affair.

Among the speakers will be Harvey S. Firestone Jr., USO Chairman (who is Chairman and Chief Executive, Firestone Tire & Rubber Co.); Abe Lastfogel, President of William Morris Agency; Paul R. Screvane, New York City Council President; William E. Walsh, New York City USO Chairman, and Eugene W. Zuckert, Secretary of the Air Force.

(more)

Hope started to entertain American military service personnel away from home in May, 1941, on the same day the first draft number was picked for Selective Service. Since then he has traveled more than 1,000,000 miles to entertain many millions of servicemen and women all over the world and in all the states of the Union.

He has received many citations for his service personnel shows including the Medal of Merit, presented by General Eisenhower, and a scroll presented in 1952 by former President Truman and signed by generals and thousands of GIs all over the world for Hope's unparalleled record of entertaining them at home and in every theatre of war.

Hope began his regular broadcasting career on NBC Radio in 1938. He has been a major attraction on television since 1950, when he began his series of NBC-TV special shows. This season he is presenting six NBC-TV specials, with the next to be broadcast Wednesday, March 13 (9-10 p.m. EST), with guests Robert Goulet, Brenda Lee, Edie Adams and the Hollywood Deb Stars, Les Brown and his Band of Renown and special guest Frank Sinatra.

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NBC-New York, 3/12/63

March 12, 1963

ORGANIZATIONS AND PARENTS PRAISE 'TODAY' FOR FULL-WEEK
SERIES ON MEETING PROBLEMS OF MENTAL RETARDATION

Hundreds of letters of praise from organizations concered with the problems of the mentally retarded, and from parents of mentally retarded children, have been received by NBC-TV's "Today" show as a result of the program's recent week-long series of reports on the subject.

The series, telecast Feb. 18-22, included interviews with doctors, scientists and others responsible for major breakthroughs in preventing mental retardation and in understanding and rehabilitating those afflicted. "Today" reporter Paul Cunningham visited hospitals and schools in New York, Maryland, Illinois, Kansas, Washington, D.C., and Connecticut to film the reports.

In response to the many letters from parents who wanted more information on the subject of mental retardation, Cunningham suggested writing to the following agencies:

Department of Health, Education and Welfare,
Washington, D. C.

National Association for Retarded Children,
386 Park Avenue South,
New York 16, N. Y.

National Association for Brain Injured Children,
1617 East Seventh Street,
Brooklyn 30, N. Y.

Following are excerpts from some of the 500 letters to the
"Today" program:

(more)

"May I congratulate you on the strength and the power and the force of your very factual and interesting series...Certainly you have done a great service to organizations who aid an unfortunate child; you have helped both their parents and the children themselves, and you have brought new understanding to many who were not completely aware of this tremendous problem..."(Mrs. Dexter Otis Arnold, president, General Federation of Women's Clubs.)

"Your show contained a very comprehensive and instructive program on the mentally retarded and the cerebral palsied..."(Erma C. Myers, executive director, United Cerebral Palsy of Norfolk, Va.)

"The program was excellent...There was more information -- than we were able to gather and distribute in a year." (Luana Borchers, secretary, Monterey Peninsula (Calif.) Council for Retarded Children.

"We find words inadequate to express our most sincere thanks to NBC for scheduling the series on mental retardation....We believe you have made an unmeasurable contribution in furthering the cause for mental retardation." (Mrs. Dalton Riddle, Council for Retarded Children of Montgomery County, Inc., Dayton, O.)

"Let our Association add its thanks to the other hundreds of letters of appreciation I'm sure you have received for your series... This is probably the best effort ever made toward achieving that thing we need most of all: public understanding of children who are mentally retarded." (Mrs. Marshall Nelson, executive director, Escambia County Association for Retarded Children, Pensacola, Fla.)

"To all who made possible the program on Mental Retardation, it's wonderful. Accept my humble thanks. From a mother who lives with the problem."

CAST AND CREDITS FOR 'DIAMOND FEVER,' AN ORIGINAL DRAMA
IN COLOR ON 'DU PONT SHOW OF THE WEEK'

Title: "Diamond Fever" on "Du Pont Show of
the Week"

Date and time: NBC-TV color broadcast Sunday,
March 24 (10-11 p.m. EST).

Starring: Theodore Bikel, Sidney Blackmer and
Martin Brooks

Special guest star: Peter Lorre

Original teleplay by Jerome Ross

Produced by Lewis Freedman

Director: Gerald Freedman

Associate producer: Jim Ambandos

Unit manager: Budd Wilds

Story editor: Ed Rice

Associate director: Bob Quinn

Production associate: Wendy Sanford

Set designer: Robert Wightman

Costume designer: John Boxer

Makeup by Bob O'Bradovich

Graphic arts: Stas Pyka

Special effects: Richard Aimone

Technical director: O. Tamburri

Music selected by Phebe Haas

Video: Mahlon Fox

Stage managers: Sam Kirshman and Fred Lights

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(more)

Origination: NBC Color Studios, Brooklyn, N. Y.,
on color tape

Sponsor: The Du Pont Company

Agency: Batten, Barton, Durstine & Osborn Inc.

NBC Press Representatives: Charlie Gregg, New York; Bill Kiley,
Burbank.

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THE CAST

Archie Lefferts.....Peter Lorre
Herbert Vanderling.....Theodore Bikel
Arthur Hartwick.....Sidney Blackmer
Joe Vanderling.....Martin Brooks
Mrs. Vanderling.....Katharine Sergava
Mrs. Weber.....Jeri Archer
Ted.....Ted D'Arms
Vernon.....Val Bisoglio
Julie.....Lani Miyazaki

* * *

THE STORY

A newly-unearthed, 415-carat uncut diamond has a tantalizing effect on five human lives. To a fashionable jeweler, Arthur Harwick (Sidney Blackmer), in whose possession it falls, the gem is a dangerous challenge. Will the embittered diamond cutter, Herbert Vanderling (Theodore Bikel), turn the stone into an article of priceless beauty or shatter it into 1,000 worthless fragments? To Vanderling's deep-in-debt brother, Joe (Martin Brooks), the diamond represents a once-in-a-lifetime chance to wipe the slate clean. A Texas billionaire's wife, Mrs. Newton Weber (Jeri Archer), will stop at nothing in her obsession to possess the gem. To Archie Lefferts (Peter Lorre), perhaps the world's most accomplished jewel thief, the diamond is the supreme challenge of an infamous career.

THE STARS

Peter Lorre (Archie Lefferts), infrequently seen on TV, is one of the screen's most distinguished character actors. His many film credits include "Cross of Lorraine," "20,000 Leagues Under the Sea," "Arsenic and Old Lace," "Hotel Berlin," "Three Strangers," "Beast with Five Fingers," "Mask of Dimitrios," "Passage to Marseille," "The Verdict" and "Rope of Sand."

Theodore Bikel (Herbert Vanderling) is a master of seven languages and internationally recognized folk singer who has performed before both Queen Elizabeth and President Kennedy. This season he has had dramatic roles on NBC-TV's "The Dick Powell Show," "Dr. Kildare" and "The Eleventh Hour." He starred on Broadway in "The Sound of Music," "The Lark" and "The Rope Dancers." His many film credits include "The Enemy Below," "Fraulein," "The Defiant Ones" and "I Want to Live."

Sidney Blackmer (Arthur Hartwick) won both the Donaldson and Antoinette Perry Awards for his Broadway role in "Come Back, Little Sheba." He performed recently in NBC-TV's "Bonanza," "Dick Powell Show," "Dr. Kildare" and "Sam Benedict." His screen credits include "The High and the Mighty," "A View from Pompey's Head" and "Beyond a Reasonable Doubt."

Martin Brooks (Joe Vanderling) is a regular performer in "Search for Tomorrow." He has played on Broadway in "That Lady," "Smile of the World," "An Enemy of the People," "I Am a Camera," "Night of the Auk" and "Burning Bright."

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NBC-New York, 3/11/63

March 13, 1963

XEROX BUYS COMPLETE SPONSORSHIP OF TWO NBC NEWS TV SPECIALS
(ONE ON HOFFA, ONE ON KREMLIN) AND HALF SPONSORSHIP
OF ANOTHER ('AN ENCYCLOPEDIA OF COMMUNISM')

Xerox Corporation has purchased complete sponsorship of two NBC News special TV programs -- "James Riddle Hoffa and His Teamsters" and "A Visit to the Kremlin" -- and purchased one-half sponsorship of a third NBC News special, "An Encyclopedia of Communism," it was announced today by Sam K. Maxwell Jr., Director, Special Program Sales, NBC Television Network.

"James Riddle Hoffa and His Teamsters" is a special full-hour "David Brinkley's Journal" program which will examine James R. Hoffa and the powerful Teamster Union he heads. It will be broadcast in color Monday, April 1 (10 p.m. NYT).

"A Visit to the Kremlin" will be presented in color Tuesday, May 21 (9:30-10:30 p.m. EDT).

"An Encyclopedia of Communism," the final program of a four-part series on Communism, will be broadcast Wednesday, April 10 (7:30-9 p.m. NYT). Xerox's co-sponsor is the Upjohn Company which will have co-sponsored each of the NBC News specials comprising this "Profile on Communism" series.

The Xerox order was placed through Papert, Koenig, Lois, Inc.

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March 13, 1963

JOEY BISHOP AND LOUISE O'BRIEN TO ENTERTAIN
AT NBC'S AFFILIATES DINNER IN CHICAGO
DURING THE N.A.B. CONVENTION

Joey Bishop and Louise O'Brien will entertain at the dinner to be given by the National Broadcasting Company for its affiliated stations at the National Association of Broadcasters convention in Chicago Sunday, March 31, it was announced today by Tom Knode, Vice President, Station Relations. The dinner will be held at 6:30 p.m. in the International Ballroom of the Conrad Hilton Hotel.

Robert W. Sarnoff, Chairman of the Board of NBC, and Robert E. Kintner, President of NBC, will be co-hosts at the dinner, which will be attended by more than 600 representatives of the NBC Television and Radio Networks' affiliated stations.

Joey Bishop is the star of NBC-TV's Saturday evening "New Joey Bishop Show" and Louise O'Brien is one of the stars of NBC-TV's Friday evening "Sing Along with Mitch" program.

In addition to Mr. Knode, representing NBC Station Relations at the convention will be Don Mercer, Director, and Regional Managers Joe Berhalter, Tony Cervini, Bill Kelley, Bud Laing, Ray O'Connell, Ted Reinhard, Paul Rittenhouse, and Sheldon Hickox, Director, Station Relations, West Coast.

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NBC TELEVISION NETWORK NEWS

March 13, 1963

'THE BILL DANA SHOW,' NEW WEEKLY SITUATION COMEDY SERIES,
TO BE SUNDAY NIGHT FEATURE ON NBC-TV IN 1963-64

"The Bill Dana Show" -- a filmed half-hour situation comedy centered around the day-to-day misadventures of Jose Jimenez, a wistful, comic Latin American -- will be presented Sundays at 7 p.m. NYT on NBC-TV during the 1963-64 season.

Jose Jimenez will be played by his creator, writer-comedian Bill Dana, in the weekly series produced by the Danny Thomas-Sheldon Leonard Company in association with NBC. Leonard will be executive producer of the series, which Charles Stewart and Jack Elinson will write.

Jose Jimenez, first created in 1959 by Dana when he was in the supporting cast of NBC-TV's "Steve Allen Show," will be an elevator operator in a luxury apartment building. His king-sized language problem, plus his trouble-inviting efforts in behalf of -- or with -- the buildings' tenants, will be the theme of the comedy series.

Dana has recorded six top-selling comedy albums featuring Jimenez, has appeared in major nightclubs across the country in Jimenez routines, and has portrayed the little Latin American on programs including "The Danny Thomas Show," "The Garry Moore Show" and "The Ed Sullivan Show."

As created by Dana, Jose Jimenez has come to the United States to improve his lot. While determined to better himself, he is convinced that he, like every man, was put on earth to help his fellow-man. However sincere his motives, his helpful nature constantly causes

(more)

woe. People want to adopt him, and life for Jimenez often borders on the chaotic. He is the little man fighting for a better position -- "kind of a cross between Robin Hood and Sergeant Bilko," according to the writers of the series.

Bill Dana, a native of Quincy, Mass., is a graduate of Emerson College in Boston, where he was an honor student. He speaks fluent Spanish, French, Italian and German. Dana has one brother who is a professor of philosophy at Princeton University and another a violinist with the Indianapolis Symphony.

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NBC-New York, 3/13/63

NBC'S ELMER LOWER AND DAVID BRINKLEY TO ADDRESS
MIAMI CONFERENCE ON COMMUNICATION ARTS

Elmer W. Lower, Vice President and General Manager, NBC News, and David Brinkley, NBC News Washington correspondent, will speak at the Miami Conference on Communication Arts Friday morning, April 26, at the University of Miami, Coral Gables, Fla.

Lower's topic will be "Television News Techniques." Brinkley will discuss his NBC-TV color program, "David Brinkley's Journal," presented Mondays at 10 p.m. EST. The Miami Conference (April 24-26) is a forum for exchange of creative ideas among all those who work with the photographic image -- ink-on-paper and electronic.

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DONALD J. MERCER OF NBC TO BE GUEST PROFESSOR
AT SYRACUSE UNIV. GRADUATE PROGRAM IN TV

Donald J. Mercer, Director, Station Relations, National Broadcasting Company, will be a guest professor at the Syracuse University Graduate Program in Television March 18 and 19, at Syracuse, N. Y.

Syracuse University inaugurated its Guest Professor Seminars in Television in 1956. Each year 10 leaders of the broadcasting industry are invited to the campus to meet in informal sessions with the graduate students of the Television and Radio Center. Mercer will spend an evening and the following day discussing with the group his experiences and the major operations of network station relations.

Mercer was invited by Dr. Eugene Foster, Chairman, Television and Radio Center, Syracuse University.

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NBC-New York, 3/13/63

SHIRLEY BOOTH RECEIVES GOLDEN MIKE AWARD
OF THE AMERICAN LEGION AUXILIARY
FOR HER 'HAZEL' COLOR SERIES

Shirley Booth has accepted the Golden Mike Award of the American Legion Auxiliary on behalf of the "Hazel" color series in which she appears on NBC-TV Thursday evenings.

The award was presented in New York March 12 by Mrs. William H. Corwith, a past president of the organization. The American Legion Auxiliary has been presenting the Golden Mike Awards for 14 years, based on the organization's voting through its magazine, The National News.

In presenting the award Mrs. Corwith said: "I'm delighted that our great organization selected you as the star, and 'Hazel' as the comedy program they welcome into their homes. Television and radio have become the center of family entertainment. That's why we believe every effort should be made to encourage networks and sponsors to provide wholesome programs such as yours."

Miss Booth expressed pleasure at receiving the award voted by the actual membership of so large an organization. This is the 29th award received by the actress for her performances in radio, the theatre, films and television.

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NBC-New York, 3/13/63

13-WEEK STATISTICS SHOW BIG VOLUME OF SPECIAL NEWS PROGRAMMING
ON WNBC-TV AND WNBC DURING STRIKE-SHUTDOWN OF N.Y. DAILIES

Through 13 weeks of the strike-shutdown of New York daily newspapers (Dec. 8-March 8), WNBC-TV and WNBC (radio) have broadcast 427 hours, 58 minutes of news in addition to regular newscasts on both stations.

WNBC-TV, in that period, carried 140 hours, 15 minutes of regular newscasts and 186 hours, 20 minutes of extra news because of the strike.

WNBC, for the same period, carried 424 hours, 29 minutes of regular news and 241 hours, 38 minutes of additional news.

NBC-New York, 3/13/63

HARTFORD INSURANCE GROUP TO SPONSOR "BASEBALL '63,"

SPECIAL NBC-TV SHOW SALUTING NATIONAL PASTIME

"Baseball '63," a salute to the national pastime, will be presented on the NBC-TV Network Friday, April 5 (9:30 to 10 p.m. EST) with NBC sportscaster Joe Garagiola as host.

The 30-minute baseball special will be sponsored by The Hartford Insurance Group (through McCann-Marschalk Company Inc.).

Heralding the start of the 1963 major league season three days later, "Baseball '63" will include interviews with top stars and managers at their training camps, and film segments of memorable moments in baseball history. One of baseball's former greats, to be announced, will be Garagiola's special guest on the show.

Film crews are now in Florida and Arizona shooting Spring training highlights and interviews with stars including Stan Musical of the St. Louis Cardinals, Willie Mays of the San Francisco Giants and Yogi Berra of the New York Yankees, and managers Casey Stengel of the New York Mets and Birdie Tebbetts of the Cleveland Indians. The filmed great moments of the past will include Bobby Thomson's pennant-winning homer for the New York Giants in the 1951 National League playoffs, and Don Larsen's perfect game for the New York Yankees in the 1956 World Series.

"Baseball '63" is being presented in cooperation with the office of Baseball Commissioner Ford C. Frick. Robert Northshield will produce and write the show, and Harry Coyle will direct. Walter Kravetz and Jim Kitchell will direct the filmed segments in Florida and Arizona, respectively.

(This program will pre-empt "The Price Is Right.")

NBC TELEVISION NETWORK NEWS

March 14, 1963

BOB FINKEL SIGNED AS EXECUTIVE PRODUCER FOR 'EMMY AWARDS'
90-MINUTE SPECIAL TELECAST ON NBC SUNDAY, MAY 26

Veteran producer-director Bob Finkel will be executive producer of the National Academy of Television Arts and Sciences's 15th Annual "Emmy Awards" presentation on NBC-TV Sunday, May 26 (10-11:30 p.m. EDT).

Announcement of Finkel to head the show, which will be broadcast for the ninth consecutive year on NBC-TV, was made by Robert F. Lewine, President of the National Academy, and by Mort Werner, Vice President, NBC Television Network.

The 90-minute program will originate from New York, Hollywood and Washington, D. C. Deadline for award nominations is April 14, and nominations are expected to be announced approximately one week later.

Finkel, now producer of NBC-TV's "Andy Williams Show," has filled the position of executive producer of the awards show on two previous occasions -- including the first presentations 15 years ago.

Finkel was born in Pittsburgh in 1918 and is a graduate of the Carnegie Institute of Technology. He now resides in the San Fernando Valley with his wife Jane and their two daughters.

Among Finkel's major credits are producer-director assignments on such series as "The Dinah Shore Show," "The George Gobel Show," "The Dean Martin-Jerry Lewis Show," and programs with Perry Como, Eddie Fisher and Tennessee Ernie Ford.

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March 14, 1963

YOUNG FAN SENDS PRAISE TO WNBC-TV'S
'NEWSPAPER OF THE AIR'

Newsman Bill Ryan and weatherman Tex Antoine, who appear Monday through Friday on WNBC-TV's "Newspaper of the Air" (5-6:30 p.m. EST), received a fan letter this week. It said:

"Mommy and Daddy say that you won't be on TV now that the newspaper strike is almost over. This is going to ruin my evenings between supper and bedtime when they turn you on. I've come to recognize both of you -- you're my first TV heart throbs.

"Best wishes, Karen Beth Graubart, age 9 months."

("Newspaper of the Air" will be discontinued when a majority of New York's newspapers resume publication.)

NBC TELEVISION NETWORK NEWS 2-11-11

March 15, 1963

CANADA'S NATIONAL ELECTIONS WILL BE SUBJECT
OF NBC NEWS TV SPECIAL ON NIGHT OF VOTING

NBC News will present a special TV program on the Canadian national elections on the night of the voting, Monday, April 8 (10-10:30 p.m. EST).

Frank McGee will be the anchorman in New York, with NBC News' Ottawa correspondent Leif Eid reporting from Canada. Chet Hagan will be the producer. NBC News will set up its own broadcast location in the Canadian Broadcasting Corporation election headquarters in Toronto where, by air time, a decision is expected as to whether Conservatives, Liberals or a coalition will govern Canada.

The Canadian elections were forced by a crisis earlier this year over Canada's refusal to apply United States nuclear weapons for hemisphere defense. The crisis toppled Conservative Prime Minister John Diefenbaker's government.

The NBC-TV special also will show the principals in the election -- Diefenbaker and Liberal Party leader Lester Pearson -- as they campaigned and developed the issues involved in the elections.

The special program will pre-empt "David Brinkley's Journal" on this date only.

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March 15, 1963

WNBC-TV WILL ADD TWO LOCAL NEWS PROGRAMS
TO MONDAY-THROUGH-FRIDAY SCHEDULE WHEN
STRIKE-SHUTDOWN OF N.Y. DAILIES ENDS

The addition of two new local news programs to the WNBC-TV Monday through Friday schedule, to start at the conclusion of the strike-shutdown of New York dailies, was announced today by William R. McAndrew, Executive Vice President, NBC News, and Theodore H. Walworth Jr., Vice President and General Manager for WNBC-TV and WNBC (radio).

The two programs, conceived during the expansion of WNBC-TV's news programming in the newspaper strike, are the "Pressman-Ryan Report," 6:15 to 6:45 p.m., with Gabe Pressman and Bill Ryan; and the "11th Hour News-City Edition," featuring Merrill Mueller, 11:15 to 11:30 p.m. The new programs will add two and one-half hours of news to the regular weekly WNBC-TV broadcast schedule.

The "Pressman-Ryan Report" will cover news of Manhattan and the surrounding areas of New Jersey, Connecticut and New York State. The format will resemble that of the NBC-TV Network's "Huntley-Brinkley Report." Ken Donoghue will be the producer.

Merrill Mueller's "11th Hour News -- City Edition," which will follow the "11th Hour News" and weather on Channel 4, will focus on the news of the metropolitan area.

A native New Yorker, Mueller has been a newsman 32 years, the past 20 with NBC News. He has been chief of four NBC overseas bureaus

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(London, Paris, Rome and Tokyo) and a key political reporter during NBC News' coverage of conventions and elections.

A correspondent during three wars (Spanish Civil War, World War II and the Korean War), Mueller was wounded in Tunisia -- for which he received the Purple Heart, one of 12 decorations he has received as a correspondent. Mueller was also anchorman for NBC's radio coverage of the Shepard, Grissom and Glenn flights and was a Cape Canaveral correspondent for NBC-TV's coverage of the Carpenter and Schirra orbital shots.

Bill Ryan has anchored WNBC-TV's 90-minute "Newspaper of the Air" program each Monday through Friday since the program started on Dec. 10, two days after the newspaper strike began. An 11-year veteran with NBC News, Ryan's news career spans 15 years and includes experience as a news writer and editor. He covered the headquarters of Senator Edward M. Kennedy during NBC News' 1962 election night coverage.

Gabe Pressman, who will team with Ryan in the new "Pressman-Ryan Report," has been called New York City's best-known roving reporter. Winner of the 1962 Emmy Award as New York's best local TV news reporter and many other honors, Pressman has been with NBC since 1954. "Gabe Pressman and the News" is currently seen on Channel 4 from 6:30 to 6:40 p.m. EST Monday through Friday.

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NBC-New York, 3/15/63

CAST AND CREDITS FOR 'THE INVINCIBLE MR. DISRAELI,'
90-MINUTE 'HALLMARK HALL OF FAME' COLOR BROADCAST
ON NBC-TV THURSDAY, APRIL 4 (8:30-10 P.M. EST)

TREVOR HOWARD

GREER GARSON

in

'THE INVINCIBLE MR. DISRAELI'

An Original Teleplay

by

JAMES LEE

Special Guest Stars

ERIC BERRY

DENHOLM ELLIOTT

HURD HATFIELD

GEOFFREY KEEN

KATE REID

Scenery by.....Warren Clymer

Costumes by.....Noel Taylor

Associate Producer.....Robert Hartung

PRODUCED AND DIRECTED BY GEORGE SCHAEFER

* * *

Sponsor.....Hallmark Cards Inc.

Agency.....Foote, Cone & Belding

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THE CAST

Disraeli:	Trevor Howard
Mary Disraeli:	Greer Garson
Sir Robert Peel:	Eric Berry
Corry:	Denholm Elliott
Rothschild:	Hurd Hatfield
Gladstone:	Geoffrey Keen
Queen Victoria:	Kate Reid
Lord Derby:	Frederic Worlock
Mrs. Gladstone:	Joan White
Speaker of the house:	Norman Barrs
Colonel Peel:	C. M. Gampel
Dr. Jenner:	Hugh Franklin
Bismarck:	Peter Von Zerneck
Malloy:	Frederic Tozere
Rothschild's butler:	Robinson Stone

* * *

BACKGROUND AND STORY

The career of Benjamin Disraeli perhaps had more impact on world affairs than any other of the 19th Century -- and is one of the most romantic in English history. Disraeli (1804-81) was a novelist, philosopher, politician, statesman, prime minister, empire builder and diplomat. He was a devoted husband and ardent patriot, who put the welfare of England and the English people above all considerations. Born of Jewish parents -- and regarded as an alien and outcast by English society during his early career -- Disraeli, by his own talents and energy, helped eradicate anti-Semitism as a force in English

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politics. He was a Tory, but he educated his own party in the principles of democracy. He made England the greatest power on earth during his time.

James Lee's original drama, "The Invincible Mr. Disraeli," treats the career of Disraeli (Trevor Howard) from 1846, when he led a revolt in Parliament which overthrew the government of Sir Robert Peel (Eric Berry), to his elevation in 1878 by Queen Victoria (Kate Reid), to the peerage as the Earl of Beaconsfield. The drama centers around Disraeli's warm and poignant relationship with his wife, Mary (Greer Garson), 15 years his senior; his many personal battles with anti-Semitism, his "coup" with Rothschild (Hurd Hatfield) in the purchase of the Suez Canal -- thus extending the British Empire to Egypt and India -- and his eternal conflict with England's other great 19th Century statesman, William Gladstone (Geoffrey Keen).

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ADDITIONAL CREDITS

Executive assistant:	Sybil Trubin
Production associate:	Joan Frank
Makeup by	Bob O'Bradovich
Production coordinator:	Gordon R. Wynne Jr.
Program assistant:	Joyce Meckler
Hair stylist:	Ernest Adler
Unit manager:	Dick Diorio
Assistant costume designer:	George Sullivan
Technical director:	O. Tamburri
Lighting:	Alan Posage
Associate director:	Adrienne Luraschi
Music selection:	Phebe Haas
Graphic arts:	Stas Pyka

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4 - Credits for 'The Invincible Mr. Disraeli'

Special effects:

Richard Aimone

Audio:

Jim Blaney

Video:

Frank Weill

Stage managers:

Norman Hall and Sam
Kirshman

* * *

Origination:

NBC Color Studios,
Brooklyn, N.Y.

NBC Press Representatives:

Charlie Gregg, New York;
Bob Bowen, Burbank.

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NBC-New York, 3/15/63

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

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March 18, 1963

RADIO FREE EUROPE CHOOSES WALTER D. SCOTT OF NBC AS SPOKESMAN
FOR AMERICAN TV ON SPECIAL EASTER SUNDAY BROADCAST
TO COUNTRIES BEHIND THE IRON CURTAIN

Radio Free Europe has selected Walter D. Scott, Executive Vice President, NBC Television Network, as the spokesman for American television on a special program to be broadcast Easter Sunday to countries behind the Iron Curtain.

The program, "The Future of Television," will be transmitted by Radio Free Europe to an audience of 80,000,000 people in Bulgaria, Czechoslovakia, Hungary, Poland and Rumania.

Mr. Scott's interview with Martin Bush of Radio Free Europe, tape-recorded in New York March 12, covered such subjects as programming, color TV, UHF and satellite communications.

On the subject of color television, Mr. Scott noted that two-thirds of NBC-TV's weekly schedule is now in color, and predicted continued growth in this area -- at NBC and elsewhere.

Asked about the future of UHF in light of the all-channel receiver bill passed by Congress last year, Mr. Scott observed that the net result would be "more programming choices for more people."

He commented on the growth of informational programming at NBC, and then cited the future development of satellite communications as a key factor in achieving optimum world-wide use of the television medium.

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March 18, 1963

STATION WICU-TV, ERIE, PA., TO BECOME NBC-TV AFFILIATE

Affiliation of Station WICU-TV (Channel 12), Erie, Pa., with the NBC Television Network, was announced jointly today by Tom Knode, Vice President, Station Relations, NBC, and Arthur Ingram, General Manager of WICU-TV. The affiliation becomes effective May 1, 1963.

Station WICU-TV has been a primary affiliate of ABC-TV since 1961. Before that, the station was affiliated with NBC-TV.

Gibraltar Enterprises Inc. is the licensee for WICU-TV, the only VHF station in the Erie market. The station has a full power range of 316 kw visual and transmits from a tower 780 feet above average terrain. The station can transmit network color programs.

Mr. Knode said, "NBC is most pleased to renew its affiliation with station WICU-TV, and we look forward to a mutually rewarding relationship with the station and people in Erie."

Mr. Ingram said, "WICU-TV is looking forward to its new association with the NBC Television Network, not only because of NBC-TV's overall programming but also because of the network's leadership in color broadcasting and its superior news and information presentations."

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March 18, 1963

STUDY REVEALS THAT 'TODAY' IS POPULAR VIEWING
FOR TRAVELING EXECUTIVES IN TOP MANAGEMENT

Popular viewing for traveling executives in top management positions is NBC-TV's "Today" show, a recently completed study involving a hotel chain, an advertising firm and a private research company has revealed.

The survey, conducted in 10 cities across the country, concluded that the "Today" show reaches executives who (1) are heavy travelers, (2) earn high incomes, (3) are in top management, and (4) exert influence in company purchases.

The study was designed and conducted with the cooperation of the Sheraton Hotel Corporation and their advertising agency Batten, Barton, Durstine & Osborn. NBC commissioned R. H. Bruskin & Associates to conduct interviews with executives who were actually on business trips at the time of interview.

Half of the executives interviewed (51 per cent) reported that they had viewed "Today" either at home or while on a business trip; 42 per cent of the total executives stated that they had viewed "Today" while specifically on a business trip. (The highlights which follow are based upon these "business trip viewers" and, for comparison, those respondents who reported they were non-viewers of the program.)

Additional highlights of the study:

(more)

1. Viewers take more business trips than non-viewers. Fifty-seven per cent of the viewers take more than 20 trips per year compared to only 41 per cent of the non-viewers.
2. Viewers are heavier users of all major means of transportation. Compared to non-viewers, 31 per cent more viewers have taken trips by train; car travel is 12 per cent higher and heavy air travel (more than 10 trips) is 14 per cent higher among viewers.
3. More viewers have rented automobiles while on business trips. Although, within the past year, 51 per cent of the non-viewers have rented cars on business trips, nearly two-thirds -- 64 per cent -- of the viewers have used the car rental services.
4. A greater portion of viewers hold credit cards. Seventy-seven per cent of the viewers have one or more credit cards compared to 65 per cent of the non-viewers.
5. More viewers participate in the selection or purchase of business equipment for their companies. Compared to non-viewers, 20 per cent more of the viewers recommend or actually select office equipment or furniture for their companies.
6. A substantially greater proportion of viewers are in "top management." Compared to non-viewers, 45 per cent more viewers are in "top management" with titles of president, vice president, director, manager or owner.
7. More viewers are in the higher income bracket. Fifty-nine per cent of the viewers earn \$15,000 per year and over compared to only 49 per cent of the non-viewers.

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NBC-New York, 3/18/63

BY-LINER GUESTS LISTED FOR WNBC-TV'S

"NEWSPAPER OF THE AIR"

New York newspaper guests scheduled for WNBC-TV's "Newspaper of the Air" follow:

Monday, March 18 -- Ben Gross of the News and Richard Kluger and Warren Berry of the Herald Tribune.

Tuesday, March 19 -- Harold Schonberg of the Times, Ralph Schoenstein of the Journal-American and Tom Wolfe of the Herald Tribune.

"Newspaper of the Air" is broadcast Mondays through Fridays from 5 p.m. to 6:30 p.m. EST through the period of the strike shutdown of New York dailies.

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NBC-New York, 3/18/63

NBC TELEVISION NETWORK NEWS X-H

March 19, 1963

JAMES FRANCISCUS AND DEAN JAGGER TO STAR IN NEW FULL-HOUR DRAMA
SERIES, 'MR. NOVAK,' TUESDAYS ON NBC-TV NEXT SEASON
- - -
1,000 High School Students to Be 'Special Guest Stars'
In Program Focusing on a Dedicated Teacher

"Mr. Novak," a new full-hour drama series about a teacher in a large metropolitan high school, will be telecast on the NBC-TV Network Tuesday evenings starting Sept. 24 (7:30-8:30 p.m. NYT), it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

The series will star James Franciscus as Mr. Novak, a high school English teacher, and Dean Jagger as Albert Vane, principal of the high school. This program will pioneer on a theme new to a TV series -- the problems and joys of a teacher in an American school. The action will be set largely in the Jefferson High School where Mr. Novak and Mr. Vane work.

Joining Franciscus and Jagger and their weekly guest stars will be "special guest stars" -- 1,000 students of John Marshall High School in Los Angeles, playing their TV counterparts at Jefferson High.

The series was created by E. Jack Neuman and Boris Sagal. Neuman will be producer and Sagal director.

The central starring role is that of John Novak -- a new teacher, eager, dedicated, who wants to give his students not only information but also those special values of guidance that really great teachers give. He is human, and can lose his temper as well as his composure.

(more)

James Franciscus, who will portray Novak, is a tall, handsome young actor with wide experience in television and films. He was one of the leads on "Naked City" and has made guest appearances on many TV shows including "Dr. Kildare," "Wagon Train," "Rawhide," "Alfred Hitchcock Presents" and "Father Knows Best." In films he co-starred with Tony Curtis in "The Outsider," and stars in Walt Disney's "The Miracle of the White Stallions."

The second major running character is that of Albert Vane, the principal. He, too, is a dedicated man, and has had long experience as a teacher and administrator. He understands only the pupils -- and the teachers, too, and their problems. He is a tough-minded man, but one who wants his teachers to be creative and self-reliant.

Dean Jagger, who plays Vane, won an Academy Award for his role in "Twelve O'Clock High" in 1949. He has appeared in over 40 films since 1930, including the recent "Jumbo," and "Elmer Gantry," "Cash McCall," "The Nun's Story," "White Christmas" and "Executive Suite." On Broadway he played in "Tobacco Road," "They Shall Not Die" and "Missouri Legend." He has performed on leading television series in varied character roles.

"Mr. Novak" will be produced by MGM-TV in association with NBC. Producer E. Jack Neuman has been executive producer of NBC-TV's "Sam Benedict." As a writer he has contributed to such shows as "Twilight Zone," "Cain's Hundred," "Gunsmoke," "The Untouchables," "Wagon Train," "Dr. Kildare" and "Sam Benedict." He has won the Mystery Writers of America Award and has been twice nominated for an Emmy.

Director Boris Sagal has launched four MGM-TV series as director of the pilot films, including "Sam Benedict," "Dr. Kildare," and "Jaimie McPheeters" and the new "Mr. Novak" series. He is one of TV's pioneer directors and has been associated with many of the great dramatic TV series.

NBC COLOR TELEVISION NEWS



March 19, 1963

NBC'S \$1,250,000 COLOR TV PROJECT TO BE COMPLETED THIS SPRING,
ASSURING CONTINUED HIGH QUALITY OF NETWORK'S COLOR TELECASTS

A \$1,250,000 color TV project of the National Broadcasting Company will be completed this Spring, thus insuring continued high quality of NBC-TV color broadcasts, it was announced today by William H. Trevarthen, Vice President, Operations and Engineering, NBC.

Recent technological advancements in the manufacture of color equipment -- not fully developed until a few months ago -- have enabled NBC to further perfect its live, tape and film color equipment. The development of the new color equipment had been under analysis by NBC for 15 months.

For live color broadcasts, all NBC color cameras now include the latest precision color components, which give broadcasts the greatest degree of stability. With the new equipment, the camera's internal operation is like a thermostat, as the new equipment is self-regulatory. If a picture begins to shift or drift the camera corrects itself automatically. Thus, optimum stability and clarity of color transmission over the longest period of time is maintained.

For NBC-TV's 40 color tape machines in the two major broadcasting centers of New York and Burbank, Calif., an extensive program is in progress to equip each machine with the latest technical equipment,

(more)

March 19, 1963

INSTITUTE OF LIFE INSURANCE TO SPONSOR SPECIAL NBC-TV
COLOR PROGRAM, 'AMERICAN LANDMARK: LEXINGTON-CONCORD'

"American Landmark: Lexington-Concord," an NBC News special program reviewing the extraordinary events of the turning point in America's colonial history, will be presented in color Sunday, April 21 on the NBC-TV Network (8:30-9 p.m. EST).

Fredric March, an infrequent television participant, will narrate, off-camera, the chronicle of a routine garrison mission by British troops that touched off the American Revolution.

The Institute of Life Insurance (through the J. Walter Thompson Company) will sponsor the telecast.

Producer John J. Sughrue Jr. said the filmed program, in which no living person appears, uses the documentary technique of making the camera not only an observer of the historical site but seemingly a participant in the action. The camera was positioned on many of the actual spots of road, hill or rock wall on which the colonial Americans and British regulars fought. The scenes are contemporary, but in most instances have been preserved in their Revolutionary state. The viewers' imagination is directed by the narration, miniatures and old drawings of the action, which are interspersed with the actual scenes. The voices of actors and special sound effects have been added to describe the real drama of the developments of April 18 and 19, 1775. Composer Jacques Belasco has provided an original musical score.

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ADDED BY-LINER GUESTS LISTED FOR WNBC-TV'S

'NEWSPAPER OF THE AIR' PROGRAMS

Additional New York newspaper guests who are scheduled to appear on WNBC-TV's "Newspaper of the Air" this week (March 19-22) are as follows:

Tuesday, March 19 -- Richard K. Doan and Tom Wolfe of the Herald Tribune, Bob Sylvester of the News, Harold Schonberg of the Times and Ralph Schoenstein of the Journal-American.

Wednesday, March 20 -- John David Griffin of the Mirror, Fred Hechinger and John Wilson of the Times, Emily Genauer of the Herald Tribune and Bob Stewart of the World Telegram & Sun.

Thursday, March 21 -- Val Adams of the Times, Bill Slocum of the Mirror, Ernie Kehr and Richard Kluger of the Herald Tribune and Ralph Schoenstein.

Friday, March 22 -- Harriet Van Horne and Bob Stewart of the World-Telegram & Sun, Suzy of the Mirror, Sam Kaplan of the Times and Walter Terry of the Herald Tribune.

"Newspaper of the Air" has been telecast Mondays through Fridays from 5 to 6:30 p.m. EST since the New York newspaper blackout began Dec. 8.

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NBC-New York, 3/19/63

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

2-X-H

March 20, 1963

NBC RADIO NETWORK AND WNBC START BROADCASTING
FROM NEW \$500,000 RADIO CENTRAL IN NEW YORK

The NBC Radio Network and WNBC this week began broadcasting from the new \$500,000 Radio Central in the RCA Building, New York.

Participating in today's dedication ceremonies were Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company; William K. McDaniel, Executive Vice President, NBC Radio Network, and NBC News correspondent Chet Huntley.

"Our newly modernized fifth-floor facilities provide the NBC Radio Network with the latest technical developments in radio broadcasting," Mr. McDaniel said. "With this new Radio Central, NBC Radio is better equipped than ever to be the nerve center for the world's largest news organization. It brings the NBC Radio audience into immediate contact with NBC correspondents around the globe. Also, our public affairs and entertainment programming will be assembled and broadcast with optimum efficiency, thanks to the new facility."

Mr. McDaniel noted that NBC Radio in New York now has the benefit of three completely integrated studios, with a fourth control point on hand for program assembly during heavy traffic.

One of the new studios will accommodate "Monitor" on weekends and will be used for tapings during the week. It occupies center stage in the refurbished, glass-enclosed Radio Central where visitors on NBC tours can view NBC Radio in action. More than 10,000,000 visitors have made the tour since the original radio network control center went into operation in 1932.

(more)

Another of the new studios contains radio's most modern news production facilities. It is equipped to receive, edit and broadcast, within seconds, newsbreaks from any point in the world. The studio is manned by a newsman and two engineers who receive the reports on the air.

The third new studio is devoted to the local broadcast operations of WNBC.

Three separate announce booths are included in the new Radio Central, each one instantly available as an adjunct to any of the three studios, or as a miniature studio of its own.

Another studio position is on the technical equipment rack behind the main studios, where program material can be assembled and fed to any of the other studios.

A spacious area behind the studios has been set aside for maintenance and field equipment.

It is estimated that the long racks of technical apparatus to the rear of the new Radio Central house some 2,000,000 feet of wire, with about 400,000 connections.

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NBC-New York, 3/20/63

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

March 20, 1963

1963 MEETING OF NBC INTERNATIONAL TO BE HELD
IN NEW YORK AND HOLLYWOOD NEXT WEEK

The 1963 meeting of NBC International will be held in New York City and Hollywood during the week beginning March 25, it was announced today by George A. Graham Jr., Vice President, NBC Enterprises.

Executives from NBC International's overseas offices will fly to the United States to attend the schedule of conferences in both cities. Among the NBC executives who will participate are Robert W. Sarnoff, Chairman of the Board; David C. Adams, Senior Executive Vice President; William R. McAndrew, Executive Vice President, News; Mort Werner, Vice President, Programs, Television Network; Thomas W. Sarnoff, Vice President, West Coast; Joseph M. Klein, Director, NBC International, and Mr. Graham.

The visiting NBC International officials include Gerald Adler, Lane Blackwell and Will Roland from the London office; G. William Kreitner from the Sydney office; George Harper and James Inch from the Toronto office and Alistair MacKenzie from the Mexico City office.

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NBC TRADE NEWS

March 20, 1963

COLGATE-PALMOLIVE IS SPONSOR OF "HARRY'S GIRLS," HALF-HOUR COMEDY SERIES
IN FRIDAY NIGHT TIME-SPOT ON NBC-TV NETWORK STARTING IN FALL

Larry Blyden will star in "Harry's Girls," a new half-hour romantic comedy series built around the adventures of an American vaudeville act traveling in Europe, to be broadcast Fridays at 9:30 p.m. NYT starting next Fall on NBC-TV, Walter D. Scott, Executive Vice President, NBC Television Network, announced.

Colgate-Palmolive Co. is sponsor of the program.

Blyden will be joined in the series by three beautiful girls, who will be members of the touring vaudeville act. The producers have auditioned hundreds of girls for the parts, and screen-tested more than 40. The final selections will be announced soon.

"Harry's Girls" is based on the MGM film "Les Girls" and will be produced by MGM-TV mostly in their London studios, with many on-location episodes in the capitals of Europe.

Blyden has appeared on Broadway in "Flower Drum Song," "Who Was That Lady," "Oh Men, Oh Women," "Wish You Were Here" and "Mr. Roberts." On television he scored a major triumph in the title role of "What Makes Sammy Run?"

Executive producer and script supervisor for the situation comedy will be Joseph Stein, who wrote the books for the Broadway hits "Take Me Along," "Mr. Wonderful," "Plain and Fancy" and "Lend an Ear." On television he has written for Sid Caesar, Phil Silvers and Debbie Reynolds.

D'Arcy Advertising Co. will be the agency of record for the program.

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NBC TELEVISION NETWORK NEWS

March 20, 1963

AMERICAN RELIGION'S GROWING CONCERN WITH URGENT SOCIAL PROBLEMS

--PARTICULARLY IN THE FIELD OF CIVIL RIGHTS--TO BE EXAMINED

IN 'THE QUIET REVOLUTION,' NBC NEWS FULL-HOUR TV SPECIAL

Purex to Sponsor Telecast; Gerald Green Is Producer-Writer

American religion's growing concern with the urgent social problems of our time, particularly in the field of civil rights, will be examined in "The Quiet Revolution," a full-hour NBC News special on the NBC-TV Network Friday, May 24 from 10-11 p.m. NYT.

NBC News White House correspondent Ray Scherer will narrate the special program which will show this increased participation in social work across the nation by clergymen of the three major faiths.

Produced and written by Gerald Green and directed by Joseph Zigman, "The Quiet Revolution" -- as previously announced -- will be sponsored by the Purex Company through Edward H. Weiss & Co.

"When John Wesley preached in the English coal mines in the 18th Century," explains Scherer, "the primary aim was saving souls, not raising wages. But, as modern Methodist historians tell us, he soon learned that poverty had a direct bearing on salvation.

"A concern with worldly problems is nothing new in Wesleyan religion. But the dynamism and direction of that concern is. In mid-century America, this new thrust of the churches has been most dramatic in race relations. But as one sympathetic observer put it, no urban renewal committee is complete today without a resident minister, and no migrant labor camp is official without a visiting priest."

(more)

Just how pervasive is this 'quiet revolution,' why it has suddenly manifested itself and what are its origins and goals will be explored in the special telecast. The program will include:

--A close-up of the East Harlem Protestant Parish in New York, where the Reverend George W. Weber, director of the parish, and his fellow ministers operate a clinic for narcotics addicts, provide counseling for people with problems, work with children and seek to alleviate slum conditions.

--An interview and tour of Chicago slums with Don Benedict, a Presbyterian-United Church of Christ minister, who is director of the Chicago City Missionary Society.

--A visit with the Reverend Harold Lundgren, American Baptist and head of the Migrant Ministry in Arizona who is fighting for the rights of migrant workers.

--An interview with Rabbi Walter Plaut of Great Neck, N. Y., who took part in a freedom bus ride.

Other clergymen participating in the program include Martin Marty, Lutheran pastor and associate editor of the Christian Century; Monsignor George Higgins, director of the Social Action Department of the National Catholic Welfare Conference; Father Theodore Hesburgh, President, University of Notre Dame; the Reverend A. Dudley Ward of the Methodist Board of Social Concern; Wendell Elmendorf, Methodist minister and director of a Reform Democratic club in New York City; the Reverend Robert McAfee Brown, one of several clergymen who

(more

3. - "The Quiet Revolution"

participated in a freedom ride to Florida; Albert Cardinal Meyer, Archbishop of Chicago; J. Irwin Miller, first lay president of the National Council of Churches; Rabbi Julius Mark, president of the Synagogue Council of America, and Monsignor Daniel Cantwell, chaplain of Chicago's Catholic Interracial Council.

"The Quiet Revolution" also will present the point of view of those clergymen who feel that the Church perhaps is becoming overly concerned with temporal problems. Speaking for these more conservative clergymen will be Dr. Carl T. H. Henry, a Baptist minister and the editor of "Christianity Today."

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NBC-New York, 3/20/63

PR-14
FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

March 20, 1963

THE INTERNATIONAL RESCUE COMMITTEE ANNOUNCES A SPECIAL AWARD
TO NATIONAL BROADCASTING COMPANY FOR TELECAST OF 'THE TUNNEL'

The International Rescue Committee today announced a special award to the National Broadcasting Company for its telecast of "The Tunnel," a 90-minute NBC News documentary on the building of an escape route under the Berlin Wall which resulted in the rescue of 59 refugees from East Germany.

The award to "The Tunnel" (program was telecast on NBC Dec. 10, 1962) marks the first award to a mass medium in the 30-year history of the IRC.

Presentation of the award, which is in the form of a plaque, will be made by William J. vanden Heuvel, President of the IRC, to William R. McAndrew, Executive Vice President, NBC News, on the "Today" program Tuesday, March 26 (NBC-TV Network, 7-9 a.m. EST).

The plaque commends Mr. McAndrew for "The Tunnel," which is cited as a "significant contribution to the cause of freedom." Reuven Frank, of NBC News, who supervised the coverage of the project and produced the program, also will participate in the award presentation of "Today."

The IRC was founded in 1933 by private American citizens, including John Dewey and Reinhold Niebuhr, to help refugees from Nazi-occupied countries. Constant world crises have continued to create refugees who turn to the IRC for rehabilitation and resettlement. Today the IRC is the leading non-sectarian refugee agency, with 15 offices around the perimeter of the Iron Curtain. Its headquarters are in New York.

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March 20, 1963

CAST AND CREDITS FOR THE NBC OPERA COMPANY'S PRESENTATION
OF BACH'S "ST. MATTHEW PASSION" IN 2-PART COLOR TELECAST
SCHEDULED FOR SUNDAYS, MARCH 31 AND APRIL 7

The NBC Opera Company will present for the first time in its 14 seasons on NBC-TV an oratorio, Johann Sebastian Bach's "St. Matthew Passion," in a two-part color presentation Sunday, March 31 (1:30-3:15 p.m. EST) and Sunday, April 7 (3:30-5:30 p.m. EST).

On March 31 the Prologue and Part One will be performed, and Part Two will be telecast April 7.

Cast and credits follow:

CAST

The Evangelist.....John McCollum, tenor
Jesus.....John Boyden, baritone
Soprano arias by.....Judith Raskin, soprano
Alto arias by.....Maureen Forrester, contralto
Tenor arias by.....Mallory Walker, tenor
Bass arias by.....Donald Gramm, bass
Pontius Pilate.....David Clatworthy, baritone
Judas.....Lee Cass, bass
Peter.....Julian Patrick, baritone
Caiphas.....Robert Falk, bass

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CONDUCTOR.....ALFRED WALLENSTEIN
Chorus Master.....Earl Rogers

CREDITS

PRODUCER.....SAMUEL CHOTZINOFF
DIRECTOR.....KIRK BROWNING
MUSICAL DIRECTOR.....ALFRED WALLENSTEIN
Associate Conductor.....Fred Popper
Associate Director.....Roger Wolf
Designer.....Frank Skinner
Costumes.....Noel Taylor
Unit Manager.....Gene Whitlock
Audio consultant.....David Sarser
Audio.....Phil Falcone
Lighting.....Phil Hymes
NBC Press Representative.....Leonard Meyers (New York)

Bach's "St. Matthew Passion" is taken from the Gospel of St. Matthew. The story of the Passion of Jesus Christ is sung by the Evangelist, a tenor. The work is liberally interspersed with arias and choruses.

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NBC-New York, 3/20/63

14-WEEK STATISTICS SHOW BIG VOLUME OF SPECIAL
NEWS PROGRAMMING ON WNBC AND WNBC-TV DURING
STRIKE-SHUTDOWN OF NEW YORK DAILIES

Through 14 weeks of the strike shutdown of New York daily newspapers (Dec. 8-March 15), WNBC-TV and WNBC (radio) have broadcast 458 hours, 23 minutes of news that is in addition to regular newscasts on both stations.

For this period, WNBC-TV has carried 151 hours, 25 minutes of regular news programs and an extra 199 hours of news because of the strike.

WNBC, for the same period, has broadcast 454 hours, 49 minutes of regular news and 259 hours, 23 minutes of additional news.

NBC-New York, 3/20/63

CREDITS FOR 'THE TALL AMERICAN -- GARY COOPER,' A 'PROJECT 20' PROGRAM
TO BE TELECAST BY NBC TUESDAY, MARCH 26 (7:30-8:30 P.M. EST)

DESCRIPTION: A television portrait of the late Gary Cooper depicting the screen personality that made him a Hollywood phenomenon for more than three decades, the international symbol of something peculiarly American, and the man behind the on-screen image. The program draws upon archive news film, characteristic sequences from Cooper's popular motion pictures, film newly made in many of the places where he lived, and home movies Mrs. Cooper has made available to "Project 20."

NARRATOR: Walter Brennan
PRODUCED AND DIRECTED BY Donald B. Hyatt
WRITTEN BY: Richard Hanser
MUSIC: Robert Russell Bennett
ASSOCIATE PRODUCER: Robert L. Garthwaite
RESEARCH DIRECTOR: Daniel W. Jones
FILM EDITOR: Silvio d'Alisera
SPONSOR: The Savings and Loan Foundation.
AGENCY: McCann-Erickson

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TO BE TELECAST BY NBC TUESDAY, MARCH 23 (7:30-8:30 P.M. EST)
WITH THE TALE AMERICAN -- GARY COOPER, A PRODUCT OF HOLLWOOD

A brilliant portrait of the late Gary

DESCRIPTION:

Cooper depicting the career personality
that made him a Hollywood phenomenon for
more than a half century, the International
symbol of masculine beauty and heroism,
and the man behind the on-screen face.
The program offers upon another view
film, characteristic sequences from
Cooper's popular western pictures, like
newly made in part of the career which
he lived, and more reveals Mr. Cooper
has made available to "Frontier 50."

Walter Brown
Donald D. Hyatt
Richard Hauer
Robert E. Gurnett
Daniel W. Jones
Clive L. Allen
The Savings and Loan Foundation
McCann-Erickson

PRODUCED AND DIRECTED BY
WRITTEN BY:
ASSOCIATE PRODUCER:
EXECUTIVE DIRECTOR:
DIRECTOR:
EDITOR:
PRODUCTION DESIGNER:
COSTUME DESIGNER:
HAIR STYLIST:
MAKEUP ARTIST:
PROP MASTER:
CATERING:
TRANSPORTATION:
CITY:

March 20, 1963

THE BOURGHOLTZERS' BIG MOVE

- - -

Leaving Moscow Called for Freight Car and Sale of Groceries

Leaving Moscow, under normal conditions, is an event requiring much paperwork and detail. But for NBC News correspondent Frank Bourgholtzer, the move called for the hiring of a freight car and selling what was tantamount to a small-sized grocery.

Bourgholtzer was ordered to close NBC News' Moscow bureau and leave the country after the NBC-TV Network telecast two news documentaries dealing with the death of Stalin and rise of Khrushchev, broadcast Jan. 27 and Feb. 3 respectively.

Bourgholtzer's deadline was March 15. The Bourgholtzers, like many Westerners living in Russia, imported their canned and bottled food from Finland and other Scandinavian countries.

"Someone had mentioned it looked like we had our own grocery store," said Mrs. Bourgholtzer.

She took inventory of their food stocks along with the cost of each item and, in turn, sold the foodstuffs to neighbors. "You'll find your neighbors are always in much need of these things," she said.

The freight car was Frank's doing. "The Soviet authorities told us it would cost 2,000 rubles -- which is a little more than \$2,000 -- to make boxes and crates to put our things in and send them out. A much cheaper method was to hire our own freight car and send our things on to Helsinki," he said.

(more)

The Bourgholtzers had two small apartments in Moscow -- one was the NBC News office and the other their living quarters. It was thus a cramped existence.

One member of the family who was happy to leave Moscow was John Bourgholtzer, age 4. When asked what he thought about leaving the Russian capital, John replied, "I thought it was very funny."

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NBC-New York, 3/20/63

CAST AND CREDITS FOR 'THE SHARK,' ORIGINAL DRAMA
IN COLOR ON 'DU PONT SHOW OF THE WEEK' APRIL 7

Title: "The Shark" on "Du Pont Show of the Week"
Date and time: NBC-TV color broadcast Sunday, April 7
(10-11 p.m. EST).
Starring: Anthony Franciosa, Skip Homeier and Diana Hyland.
Original teleplay by Larry Marcus
Executive producer: Franklin Schaffner
Producer: Jacqueline Babbin
Director: Franklin Schaffner
Associate director: Robert Hopkins
Assistant to the producer: Nora Aherne
Assistant to the director: Maureen Hesselroth
Technical director: O. Tamburri
Scenic designer: Jan Scott
Unit manager: Jim Marooney
Costumes by Noel Taylor
Makeup by Robert Phillippe
Graphic arts: Guy Fraumeni
Lighting: Alan Posage
Video: Arnold Dick
Audio: Jim Blaney
Production by The Directors Company
Origination: NBC Color Studios, Brooklyn, N. Y., on tape
Sponsor: The Du Pont Company

(more)

2 - Credits for 'The Shark'

Agency: Batten, Barton, Durstine & Osborn Inc.

NBC Press Representatives: Charlie Gregg, New York, and Bill Kiley,
Burbank

* * *

THE CAST

Fred Russo.....Anthony Franciosa
Harry Graham.....Skip Homeier
Ellen Graham.....Diana Hyland
Leonard.....Fred Stewart
Emily Quale.....Peg Murray
Mary Moore.....Lorna Lewis
Freddie Graham.....Donnie Melvin
Manny.....Ralph Stantley
Rita.....Carol Bruce

* * *

THE STORY

Harry Graham (Homeier) is a prosperous wholesale grocer who owes his life and happiness to Fred Russo (Franciosa). Years earlier, while bathing in the surf, Harry had been attacked by a man-eating shark and Russo, a stranger, had saved his life. Fred, whose heroism had cost him a leg, visits the Graham household, where he is regarded by Harry, his wife, Ellen (Miss Hyland), and their young son, Freddie (Melvin), as a kind of guardian angel. Harry learns that the man who saved his life is in fact a homicidal maniac who has just committed a murder -- and may kill again.

(more)

THE STARS

Anthony Franciosa (Fred Russo) has starred in many critically-acclaimed motion pictures here and abroad. Some of his best-known roles were Franciosa Goya in "The Naked Maja," Sam Lawson in "Career," Jody in "The Long, Hot Summer," Victor Santini in "The Story on Page One" and Nick Stratton in "Go Naked in the World."

Skip Homeier (Harry Graham) has been a star of stage, screen and TV since his debut at age 13 as the young Nazi boy in the Broadway play, "Tomorrow the World." He starred in the title role of NBC-TV's "Dan Raven" series, and was seen recently as a star of "Johnny Shiloh" on NBC-TV's "Walt Disney's Wonderful World of Color."

Diana Hyland (Ellen Graham) starred on Broadway in "Sweet Bird of Youth" and "Look Back in Anger." She had the regular role of Gig Houseman on NBC-TV's daytime "Young Dr. Malone" series, and has had guest star roles this season on NBC-TV's "Sam Benedict" and "Dr. Kildare."

* * *

THE AUTHOR

Larry Marcus wrote the movie adaptation of Agatha Christie's "Witness for the Prosecution," and stories and screenplays for "Voice in the Mirror" and "The Unguarded Moment." His television writing credits include "The Virginian," "Wagon Train" and "One Step Beyond."

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NBC-New York, 3/20/63

THE STARS

Anonymous (First Name) has starred in many

highly-acclaimed motion pictures here and abroad. Some of

best-known roles were featured in "The Naked Truth," "Sam

Wilson in "Forever," "The Long, Hot Summer," "Victory Over

"The story on page one" and "The story on page two" in the

title.

Bill Hunter (Henry Graham) has been a star of stage, screen

and TV since his first at age 13 in the young West part in the

roadway play, "Tomorrow the World." He starred in the title role

of "The Love" series, and was soon prominently featured in

Johnny Carson's "The Tonight Show" and "The Tonight Show with

Bill Hunter (Ellen Graham) starred in Broadway in "Sweet

"Youth" and "Look Back in Anger." She had the regular role of

Christina on ABC-TV's "Young Dr. Malone" series, and has had

lead roles in ABC-TV's "Sam Benedict" and "Dr.

Adair."

* * *
THE ADVICE

Larry Brown wrote the movie adaptation of Agatha Christie's

"Witness for the Prosecution," and starred and produced for "Voice

of the Heart" and "The Unquiet Heart." His television writing

credits include "The Virginian," "Laramie Plains" and "The Long

MEC-Now York, 3/25/53

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NBC COLOR TELEVISION NEWS

March 21, 1963

OUTER SPACE TRANSMISSION OF COLOR TV PICTURES VIA RELAY

COMMUNICATIONS SATELLITE TO BE SEEN FIRST TIME ON NBC

Successful Engineering Test by NASA's Goddard Space Flight Center,
Aided by RCA, Will Be Shown on Sunday Night
Telecast of Walt Disney Program

Millions of Americans will be able for the first time to see network color television pictures sent and received via a satellite in outer space when "Walt Disney's Wonderful World of Color" brings them the concluding episode of Robert Louis Stevenson's "Kidnapped" on Sunday night, March 24.

A quarter-hour segment in Part II of Stevenson's classic was the subject of an engineering experiment with the RELAY communications satellite, carried out by the Goddard Space Flight Center of the National Aeronautics and Space Administration, in cooperation with the Radio Corporation of America and the National Broadcasting Company. It will be broadcast between 8 and 8:15 p.m. (EST) Sunday on the NBC Television Network, with a special introduction by Mr. Disney.

The color transmission was the latest in more than 500 engineering experiments with RELAY I which have been carried out by NASA with foreign participants operating ground stations in England, France, Italy and Brazil. The satellite, designed and built by RCA

(more)

2 - Outer Space Transmission

under contract to NASA, was launched last Dec. 13, and has become a work horse for NASA tests in space communications involving telephone, telegraph, data processing, television and facsimile.

In the color transmission experiment, conducted on the night of March 19, a quarter-hour segment of next Sunday's episode of "Kidnapped" was transmitted from NBC's technical center in New York to the American Telephone and Telegraph ground station at Andover, Maine. There the color signals were transmitted to the RELAY satellite orbiting some 4,000 miles in space. RELAY re-transmitted the color signal back to the Andover station, and it was returned by conventional video circuits to NBC's tape center in New York, where it was recorded on magnetic tape.

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NBC-New York, 3/21/63

March 21, 1963

'THE RICHARD BOONE SHOW' WILL BE FULL-HOUR TUESDAY
FILMED SERIES ON NBC-TV NETWORK IN 1963-64 SEASON

- - -

Reynolds Metals Signed as Show's Alternate-Week Sponsor

Filmed television will move into a new dimension next season when the NBC Television Network premieres its new, full-hour dramatic series "The Richard Boone Show." The program will be broadcast Tuesdays from 9 to 10 p.m. NYT.

Reynolds Metals Company has purchased full-hour alternate-week sponsorship of the series, which is titled "The Richard Boone Reynolds Aluminum Show," when sponsored by Reynolds.

Network television's new dramatic entry for 1963-64 will present:

One of America's most versatile and successful actors, Boone, in a self-described "dream" assignment in which he will be host on each of the programs, appear in all as an actor and star in at least half.

Television's first regular-season repertory company of at least 12 to 15 actors working together each week under the guidance of producer Buck Houghton and a permanent staff of top directors.

Boone, who will shave off his Paladin moustache after having labored in 234 half-hour Western adventure dramas over another network, is delighted with his new assignment. He declares:

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"In this first repertory television show, the performers will have identity as actors rather than characters. There will be a thread of acting continuity to keep the viewers coming back; yet, the changing characters and settings will infuse vitality and excitement."

Some of the approved scripts for the Goodson-Todman package will have Boone starring as a Roman Catholic bishop who faces an unusual emotional crisis, a down-and-out Santa Claus, a baseball player, a corporation executive and an airline pilot.

"A variety of roles is the spice of an actor's life," Boone states, adding that the program's concept will not preclude one or more Western dramas although he has admittedly grown weary of Paladin's black cowboy suit.

"Our dramas will all be originals," he says. "They will be contemporary and they will be American. They will not beat around the bush. One thing viewers will not be able to say about our series is, 'I can take it or leave it.'"

"The comedies will be designed to make our audience fall out of its seat laughing. The dramas will make people sit up and pay attention. They might love us; they might get mad at us -- but they won't be bored.

"I don't agree with television's detractors who say, 'you've seen one, you've seen 'em all.' I firmly believe that good, meaningful television drama can also be popular -- if it's done well. So our emphasis will be on quality. This quality will embrace acting, writing and direction.

"We'll become so completely familiar with each other's styles and abilities that it will become possible for everyone connected with the show to do his best work with each performance."

(more)

Boone has an impressive background in the theatre. In 1959, he starred on Broadway as Abraham Lincoln in Norman Corwin's "The Rivalry," a play dealing with the Lincoln-Douglas debates, and Boone currently teaches at a Hollywood repertory theatre. His acting career began after World War II with study at Lee Strasberg's Actors Studio, service on Broadway as John Gielgud's understudy in "Medea" and a tour in the national company of "The Hasty Heart."

He first came to national TV attention as the host and star of NBC-TV's "Medic" series, followed by a six-year stint in "Have Gun, Will Travel." Boone's title-role performance in William Faulkner's "The Old Man" on "Playhouse 90" resulted in the highest audience rating in that program's history.

Writer-editor Clifford Odets is author of a long list of stage plays, including "Awake and Sing," "Waiting for Lefty," "Golden Boy," "The Big Knife," "The Country Girl" and "The Flowering Peach." He also has written screenplays for numerous motion pictures, including "The Sweet Smell of Success," "None But the Lonely Heart," "Humorsequae" and "The General Died at Dawn."

Producer Buck Houghton produced Rod Serling's "Twilight Zone" TV series from its inception in 1959, and has been associated as a producer with "The Dick Powell Theatre," "Man With a Camera," "Meet McGraw" and other TV series.

The Reynolds Metals order was placed through Lennen & Newell.

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NBC-New York, 3/21/63

March 21, 1963

TWO 60-SECOND PROMOTION SPOTS PRODUCED BY NBC'S ADVERTISING AND
PROMOTION DEPARTMENT WIN INTERNATIONAL BROADCASTING AWARDS

NBC Is Only Network Honored in IBA's Third Competition

Two 60-second promotion spots produced by the National Broadcasting Company's Advertising and Promotion Department have won International Broadcasting Awards. The two promotion spots were cited as finalists in four categories.

NBC is the only network to receive awards in the IBA's third annual competition, which is sponsored by the Hollywood Advertising Club. The competition included more than 1,500 entries of 155 companies from seven countries.

The NBC award winners are program advertisements for "Teahouse of the August Moon" on NBC-TV's "Hallmark Hall of Fame" and for "The Dick Powell Theatre." The "Teahouse" advertisement was honored in two categories, "Video Tape, Any Length" and "Integrated, Any Length."

The "Teahouse" advertisement featured actor David Wayne. Appearing as Sakini, his role in the drama, Wayne narrated over taped footage of the completed Hallmark color attraction. Jack Marshall was the producer. It was Marshall's third award-winning production in three years.

"The Dick Powell Theatre" film also was a finalist in two TV categories, "Stop Motion, Any Length" and "Combination, Any Length." In the latter, however, it received two honors, one as a "Station Trailer" and another as a "Program Promotion."

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Lewis Hunter of NBC's West Coast staff produced the Powell film. It featured the stop motion film technique as video, and only the theme music of "The Dick Powell Theatre" -- no dialogue -- as audio.

Lawrence K. Grossman is Director, Advertising, NBC.

Gerald Rowe is Manager, Audience Advertising and Promotion.

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NBC-New York, 3/21/63

NBC COLOR TELEVISION NEWS



March 21, 1963

ART STARK NAMED PRODUCER OF 'TONIGHT SHOW STARRING JOHNNY CARSON'

Art Stark has been named producer of the "Tonight Show Starring Johnny Carson" (NBC-TV color, Mondays through Fridays, 11:15 p.m.-1 a.m. EST) it was announced today by Mort Werner, Vice President, Programs, NBC Television Network.

A veteran of television, Stark has been producer of "Who Do You Trust?" for the past five years, a daytime program which starred Johnny Carson until his move to NBC-TV to take over the late-night program. In addition, Stark has doubled this season as packager and co-owner of the NBC-TV daytime program, "Your First Impression."

Born in New York City, Stark attended P. S. 48 and James Monroe High School in Brooklyn, which he left to enter showbusiness as a comedy song-and-dance man. For a number of years he played night-clubs, presentation houses and vaudeville. From 1931 to 1933 he appeared in Europe with the act. During World War II, Stark traveled with USO Camp Shows as a performer.

When television first entered the late-night field with the pioneering program "Broadway Open House" Stark became a TV comedy writer. Later he wrote several plays for "Studio One," episodes of "Man Against Crime," the "Date with Judy" series and several serial dramas.

Stark makes his home in Manhattan and Northport, L. I. He is the father of an 18-month-old son, Anthony Duncan Stark.

'THE PROBLEM CHILD,' A 'PUREX SPECIAL FOR WOMEN,'
WILL BE REPEATED ON THE NBC-TV NETWORK

Darren McGavin, Simon Oakland and special guest star Norma Crane star in "The Problem Child," a repeat "Purex Special for Women" on NBC-TV Thursday, April 18 (3-4 p.m. EST). (The program was originally presented on NBC-TV April 19, 1962).

Produced and written by George Lefferts, "The Problem Child" was directed by Lela Swift, Pauline Frederick, of NBC News acts as reporter for the dramatic documentary and interviews Dr. Nathan Ackerman, a psychiatrist at the conclusion of the dramatic portion of the program.

"The Problem Child" tells the story of an unruly defiant child and his relationship with his troubled parents. An investigator for the Children's Court (played by McGavin), investigates a report from an ambulance service that a nine-year-old boy has been pushed down the stairs by his father. In an attempt to determine if the child is in need of protection from a brutal father (played by Simon Oakland), the investigator uncovers evidence of marital discord between the father and the child's mother (Miss Crane). The true nature of the child's injury, its causes and a suggested course of treatment are revealed during the investigation.

"The Problem Child" repeat telecast on April 18 pre-empts "The Loretta Young Theatre" and "You Don't Say."

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NBC-New York, 3/21/63

PREMIERE EPISODE OF NBC-TV'S "SAM BENEDICT" SERIES
NOMINATED FOR AMERICAN BAR ASSOCIATION GAVEL AWARD

The premiere episode of NBC-TV's "Sam Benedict" series (Saturdays, 7:30-8:30 p.m. EST), has been nominated for the American Bar Association's 1963 Gavel Awards.

The series co-stars Edmond O'Brien in the title role and Richard Rust as his assistant. The premiere episode, entitled "Hannigan," had Gene Raymond, Lloyd Bochner and Katherine Bard as guest stars. It was telecast Sept. 15.

The Gavel Awards program is the means through which the legal profession gives recognition to news and entertainment media for contributions to public understanding of the American legal and judicial systems, and particularly to explaining the role of the lawyer in American life. The awards were first presented in 1958.

Award winners will be named at the American Bar Association's annual meeting in Chicago Aug. 12-14.

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NBG-New York, 3/21/63

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

2-X-H

VFW NATIONAL LEADER CHOOSES WILLIAM R. McANDREW
OF NBC TO RECEIVE "COMMANDER-IN-CHIEF'S
GOLD MEDAL AWARD AND CITATION"

FOR RELEASE MONDAY, MARCH 25

KANSAS CITY, MO., March 25 -- Byron B. Gentry of Pasadena, Calif., commander-in-chief of the Veterans of Foreign Wars of the United States, today named William R. McAndrew, Executive Vice President in charge of the NBC News Division, to receive the VFW's "Commander-in-Chief's Gold Medal Award and Citation."

In announcing the award, the national veterans' leader said: "Our organization has been greatly impressed with the news and public affairs programming of the National Broadcasting Company. Mr. McAndrew, as the Executive Vice President in charge of news, has demonstrated an acute awareness of the responsibilities of the broadcast industry in this broad area, and for that reason we are extremely happy to be able to present him with the highest honor which I, as Commander-in-Chief, can confer on an individual. It is our opinion that he has by his actions answered those who would criticize the television industry."

The citation of the award to Mr. McAndrew states:

"In recognition of his outstanding accomplishments in the field of news and informational programming for the National Broadcasting Company, as exemplified by such series as "Profile of Communism" and the special program, "The Tunnel."

Mr. McAndrew will receive the award at the VFW's Annual Congressional Dinner honoring members of Congress who have served in

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the Armed Forces. The dinner will be held Tuesday evening, April 2, at the Sheraton Park Hotel, Washington, D. C.

"Profile of Communism" is a series of four special NBC-TV programs: "The Death of Stalin" (presented Jan. 27), "The Rise of Khrushchev" (Feb. 3), "Who Goes There? -- A Primer on Communism" (March 1) and "Encyclopedia of Communism," to be telecast Wednesday, April 10 (7:30-9 p.m. EST).

"The Tunnel," a 90-minute documentary presented Dec. 10, 1962, told the story of a group of West Berlin students who dug a 450-foot tunnel under the Berlin Wall and helped 59 men, women and children escape from East Berlin.

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NBC-New York, 3/22/63

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

March 22, 1963

WILLIAM R. McANDREW OF NBC TO RECEIVE NATIONAL ROCKET CLUB'S
AWARD ON BEHALF OF NETWORK FOR PROJECT MERCURY COVERAGE

William R. McAndrew, Executive Vice President in charge of the NBC News Division, received an award from the National Rocket Club on behalf of the network for its coverage of the Project Mercury space flights.

The award, which went also to the American Broadcasting Company, Columbia Broadcasting System and Mutual Broadcasting System, was presented Friday, March 22 in Washington, D. C.

Vice President Lyndon B. Johnson was scheduled as the principal speaker at the Club's sixth annual Dr. Robert H. Goddard Memorial Dinner. The late Dr. Goddard was the first renowned U. S. rocket scientist. The award is presented annually to an individual or group which has added to public understanding of the impact of the Space Age.

March 22, 1963

Attention, Sports Editors

NBC TO TELECAST 'RACE OF THE WEEK' ON SATURDAYS
Series Starts March 30 with Mile Event at Aqueduct

"Race of the Week" will be televised by the NBC-TV Network, in cooperation with the New York Racing Association, on Saturday afternoons starting March 30, NBC Director of Sports Tom S. Gallery announced today.

The telecasts will streamline the race itself, pre-race highlights and post-race interviews into a 15-minute show, 5:45 to 6 p.m. NYT. The programs will be taped about 50 minutes before air time.

Fred Capossela will call the races and Chris Schenkel will handle highlights and interviews. During the season, active racing figures, among them trainer Johnny Nerud, will take part in the shows.

First race in the series on March 30 will be The Westchester, a \$25,000-added, mile event for four-year-olds and up, at Aqueduct Race Track in Ozone Park, Long Island, N. Y. Later races will come from Belmont Park in Elmont, Long Island.

NBC-TV's "Race of the Week" telecasts will be produced by Swope Productions for the New York Racing Association. Herbert B. Swope Jr. will be the executive producer and Grey Lockwood the director.

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NBC TELEVISION NETWORK NEWS

March 22, 1963

STORYLINES FOR PREMIERE WEEK OF 'THE DOCTORS,'

NBC-TV NETWORK DAYTIME DRAMA SERIES

A child dies and an infant survives in "Whatsoever House I Enter," the premiere drama of "The Doctors," new NBC-TV Monday-through-Friday series, beginning April 1 (2:30-3 p.m. EST).

Jock Gaynor (Dr. William Scott, surgeon), Margot Moser (Dr. Elizabeth Hayes, pediatric psychiatrist), Fred J. Scollay (Rev. Samuel Shafer, chaplain), and Richard Roat (Dr. Jerry Chandler, internal medicine specialist) star in the hospital series that presents complete individual dramas each day.

In the opening story (Monday, April 1), Dr. Scott performs a critical operation on a seven-year-old girl. The child dies and moments later, "Scotty" is called to the emergency room where a new-born infant is close to death. Another operation, another brink, and the baby lives. The dead girl's father arrives at the hospital and hears the news. He confronts the mother of the surviving infant and presents her flowers he had brought for someone else.

Storylines for the rest of the week follow:

Tuesday, April 2 -- "We Know Not What" - A boy, well on his way to delinquency, is brought to Dr. Elizabeth Hayes for consultation by a nun, one of the boy's teachers. The boy's father is furious at any suggestion that his son has psychological problems. He threatens violence, but the heroism of the nun and an attempt by the boy to set fire to the school, brings him to his senses.

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Wednesday, April 3 -- "One and One Make Four" - Danny will die unless he receives a kidney transplant from Mike, his twin brother. Both boys' lives will be endangered by the operation. Their guardians, a domineering grandmother and a devoted aunt, cannot make a decision, but Mike makes it for them.

Thursday, April 4 -- "One Too Many" - A cynical divorcee, whom Dr. Jerry Chandler knew before her marriage, is diagnosed as a diabetic. Jerry thwarts her attempt at suicide, and together with Rev. Sam Shafer, opens her eyes to a new life.

Friday, April 5 -- "Button, Button" - A child is rushed to emergency after it is believed she swallowed a jagged fragment of a button. The parents' marriage, already on the verge of collapse, faces a showdown.

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NBC-New York, 3/22/63

MRS. DOROTHY CULBERTSON MARVIN DIES;

WAS A PIONEER IN EDUCATIONAL TV

Mrs. Dorothy Culbertson Marvin, former manager of educational programs and special projects for the NBC Public Affairs Department and a pioneer in educational television, died last night (March 21) in New York Hospital, New York City. She had given birth to a daughter on March 18, but later suffered a brain hemorrhage from which she did not recover.

A memorial service will be announced later. Funeral services will be in Brattleboro, Vt., and will be private.

As Dorothy Culbertson, the name she used professionally, Mrs. Marvin had been executive producer of "Continental Classroom" and had a large part in its creation and successful launching. She joined NBC's Public Affairs Department in 1955 as supervisor of religious programs on the radio network. Before joining NBC, she was a staff writer for the Children's Illustrated Encyclopedia of Knowledge.

Mrs. Marvin was a graduate of Vassar College and had passed her oral examinations for a doctorate of Columbia University. Before her first marriage to the late Ely Culbertson, she had lived in New England, Germany and China.

In 1959, she was married to John Marvin. Their son, Christopher, was born in September, 1960. Alexander Culbertson Marvin, a son, and her mother, Mrs. Hildegard Baehne, of Brattleboro, also survive.

Mrs. Marvin had resigned from NBC last June to devote herself to her family.

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NBC-New York, 3/22/63

NBC TELEVISION NETWORK NEWS

March 22, 1963

CHET HUNTLEY TO NARRATE 'ENCYCLOPEDIA OF COMMUNISM,' 90-MINUTE
NBC NEWS TV SPECIAL WITH GLOBAL HEADLINE PERSONALITIES;
PROGRAM EXAMINES IDEOLOGICAL SPLIT IN WORLD COMMUNISM

Chet Huntley will narrate "Encyclopedia of Communism," an examination in detail of the ideological split within world Communism. As previously announced, this NBC News special will be broadcast on NBC-TV Wednesday, April 10 (7:30-9 p.m. EST).

Producer Lou Hazam said, "This is a current events program, not a historical show."

With films of Russian Premier Khrushchev and Red China's Party Chairman Mao Tse-tung, Huntley will document the division between the Communist camps.

Interviews with Western leaders and Communist leaders will probe the schism. Western leaders who will appear in filmed interviews are U. S. Secretary of State Dean Rusk, UN Representative Adlai E. Stevenson, and the Earl of Home and Maurice Couve de Murville, the respective Foreign Ministers of Great Britain and France.

Communists who will appear include Che Guevara, right-hand man to Cuban Premier Fidel Castro, Gian Carlo Pajetta, secretary of the Italian Communist Party and Bhupesh Gupta, left-wing leader of the Communist Party in the Upper House of the Indian Government.

Three authorities on the Sino-Soviet split, all from Columbia University in New York, will take part in the special. They are Donald Zagoria, author of "The Sino-Soviet Conflict," who will outline the areas of conflict between Russia and China; Doak Barnett,

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who will trace the history of Communism from Marx to the present discord, and Zbigniew Brzezinski, who, in a segment filmed in Paris, will report on a recent tour of India and other countries in Asia and Europe.

Ten NBC News correspondents will give reports on the show! Elie Abel, who spent two years in the Balkans, and who will look into the paths to Communism taken by Yugoslavia, Poland, Hungary, Czechoslovakia, East Germany, Romania, Bulgaria and Albania.

Welles Hangen will provide a background segment on the split of Communist forces in India as a result of the Chinese invasion. In Tokyo, correspondent John Rich will look at the split of leftist groups in Japan.

James Robinson will give a country-by-country report on Communist strength in Southeast Asia. Newsman Arnaldo Lacagnina will examine effects of the Communist split in the Mideast.

George Clay, NBC News' roving correspondent in Africa, will discuss the Sino-Soviet competition for control of the new African nations. Joseph C. Harsch will examine the effect of the split on Great Britain and Western Europe and Piers Anderton will relate the discord to Berlin.

Wilson Hall, the network's Latin America correspondent, will do a filmed report on reverberations from the Red split in the Southern hemisphere. And Frank Bourgholtzer, NBC News' correspondent recently expelled from Moscow, will discuss what effect the schism has had on Soviet leadership.

"Encyclopedia of Communism" is being produced by Lou Hazam. His production staff includes Frank DeFellitta, Dan Karasik and Dan O'Connor. Charles Jones is director. The program is being written by Peter Jeffries.

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

2-X-H

March 25, 1963

NBC INTERNATIONAL'S LEAD IN OVERSEAS TV OPERATIONS
REFLECTS ACHIEVEMENT OF LONG-RANGE OBJECTIVES

The conferences attended by NBC International field representatives here this week prove once again the NBI's sharply defined leadership in all areas of overseas operations, although the whole story cannot be told in terms of progress reports and sales curves, according to George A. Graham Jr., Vice President, NBC Enterprises.

The significance of NBC's leadership and its contributions during the past six years to world trade and communications is immediately apparent. As long-range objectives, the goals achieved by providing to underdeveloped countries the tools for effective selling, marketing and advertising, in addition to an articulate exchange of ideas, have proven invaluable.

Mr. Graham emphasized this view when he said:

"In this age, when the development of new economies is of paramount importance to the nations of the free world, we have an obligation to reach prospective customers everywhere with the story of the products and services we offer. No medium of communications is better adapted to this task than the visual, dramatic projection of television. Only pictures have universal meaning, and today only pictures are understood immediately by millions of people in many parts of the world.

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"We are concerned with building a communications bridge between countries other than our own, to help them develop their economic potential. Already, we have succeeded in introducing TV facilities that have enabled industrial nations, such as Japan, to tell their stories in countries that are ready and eager to hear them.

"Whether you wish to accent TV's contribution to our economic development or its value as a cultural instrument matters very little. I believe that it accomplishes both and that the two are inseparable."

Joseph M. Klein, President of NBC International, added:

"There are cold war implications in many areas of our activity. We know that the uncommitted nations, whether for prestige reasons or true development, will quickly establish radio and TV services. We feel that if the U. S. and other Western countries permit a vacuum to exist in assisting these nations in broadcasting, the Communist bloc will surely take advantage of this powerful medium to influence people's minds."

One of the principal activities of the meeting will be to study ways and means to accomplish these important objectives.

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NBC-New York, 3/25/63

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

March 25, 1963

NBC INTERNATIONAL, AT MEETING OF ITS FIELD REPRESENTATIVES,
DEMONSTRATES CONTINUED LEADERSHIP IN TELEVISION SALES
AND FACILITIES DEVELOPMENT IN OVERSEAS MARKET AREAS

NBC International, which pioneered with its program of television sales and facilities development in overseas market areas in 1957, clearly demonstrated its continued leadership at meetings here this week of staff field representatives assigned to every continent. Gains reported by the seven field executives gathered here showed that progress in 1962 assures the NBI of a commanding position in film sales, overseas station service, and support of TV projects in underdeveloped countries.

The visiting NBC International officials, here for meetings in New York (begin today) and Hollywood (starting Wednesday) are: Gerald Adler, Lane Blackwell and Will Roland from the London office; G. William Kreitner from the Sydney office; George Harper and James Inch from Toronto and Alastair MacKenzie from the Mexico City office.

Last year this team of overseas television trail-blazers and their staffs provided the impetus for a sales campaign that exceeded the 1961 sales productivity by 61 per cent. Sales for the first three months of this year are now running ahead of the volume for the first quarter of 1962. Proportionate gains anticipated for the remainder of the year would make 1963 the most profitable in the unit's history.

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NBC International currently supplies television programming to 110 stations in 60 nations. The inventory of entertainment and public affairs shows made available to overseas markets by NBI now includes 68 film series.

First to probe the potential of the overseas television market, NBC International not only has consistently led the way in the number of stations provided with program service, but is now doing business with several stations that did not exist when the project was launched in 1957. Many of these are in operation today because of some form of guidance or support provided by NBI.

Overseas commitments today take NBC International to 15 different areas of the globe, ranging from Mexico, where assistance is being given to stations in Guadalajara and Monterrey, to tiny Mauritius, an island off the coast of Madagascar. A massive effort has been made in Lagos, Nigeria, where NBI has set up modern TV installations and is supervising administration, transmission and the training of Nigerian citizens for the complete takeover of the nation's network.

Mere representation or liaison between overseas TV stations and American advertisers is not considered a normal overseas operation by the NBI. In all 15 locations where it is now active, participation is measured by an advanced degree of financial aid, management and training assistance or programming help.

Conferences which the NBI officials will attend this week are planned to help the visiting field men operate still more efficiently in their respective areas. On the West Coast they will meet with producers and talent and tour the locations of current NBC-TV program production.

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NBC-New York, 3/25/63

NBC TELEVISION NETWORK NEWS

March 25, 1963

BILLY FRIEDBERG WILL BE THE PRODUCER OF "HARRY'S GIRLS,"
1963-64 COMEDY SERIES STARRING LARRY BLYDEN ON NBC-TV

Billy Friedberg, for the past year co-producer and writing supervisor of "Car 54, Where Are You?," will be producer of "Harry's Girls," new 1963-64 half hour comedy series starring Larry Blyden. "Harry's Girls" will be telecast on the NBC-TV Network Fridays (9:30 p.m. NYT) under sponsorship of the Colgate-Palmolive Co.

One of television's best-known comedy writer-producers, Friedberg will work with Joseph Stein, the series' executive producer and script supervisor. Both Friedberg and Stein will work out of MGM-TV's New York offices on pre-production elements of "Harry's Girls" until May, when the program will begin actual filming at MGM's British Studios outside London, and on location in Europe.

Friedberg joined Nat Hiken in the production of "Car 54" a year ago, following two years in Hollywood as head writer of the "Tom Ewell Show" and as producer of "Peter Loves Mary." Earlier, he had been head writer of "The Phil Silvers Show" ("Sergeant Bilko") and during a long comedy writing career, had written Max Liebman specials, the Martha Raye program, the "Bob and Ray Show" and the Jack Carson series.

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15-WEEK STATISTICS ON STRIKE-SHUTDOWN OF NEW YORK DAILIES
SHOW OVER 488 HOURS OF SPECIAL NEWS ON WNBC AND WNBC-TV

Through 15 weeks of the New York City newspaper blackout, WNBC-TV and WNBC (radio) broadcast a total of 488 hours, 58 minutes of news that was in addition to the regular newscasts on both stations.

WNBC-TV, for the period Dec. 8 to March 22, carried 162 hours, 15 minutes of regular news -- news that would have been carried despite the blackout -- and 212 hours, 20 minutes of extra news.

WNBC, for the same period, broadcast 484 hours, 39 minutes of regular news and 276 hours, 38 minutes of extra news.

NBC-New York, 3/25/63

March 26, 1963

NBC INTERNATIONAL ANNOUNCES SALE OF 1963-64 "RICHARD BOONE SHOW"
TO ASSOCIATED-REDIFFUSION FOR TELECASTING IN UNITED KINGDOM

NBC International today announced the sale of the new television series, "The Richard Boone Show" to Associated-Rediffusion in England for broadcast in the United Kingdom. Alvin Ferleger, Manager of Sales Development for NBI, who made the announcement at the annual meeting of overseas field representatives in New York, said that this marks the first sale of a 1963-64 series to the United Kingdom by any network.

The new series of full-hour dramas is the first regular season TV attraction using a repertory company of at least 12 to 15 actors working together each week under the guidance of producer Buck Houghton and a permanent staff of top directors. Boone will be host on each of the full-hour programs and will appear in all as an actor and star in at least half. (NBC-TV has scheduled the series Tuesdays, 9-10 p.m. NYT, in the 1963-64 season).

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March 26, 1963

TWO TYPOGRAPHIC HONORS OF THE TYPE DIRECTORS CLUB AWARDED
TO JOHN GRAHAM, ART DIRECTOR, NBC ADVERTISING DEPARTMENT

Two awards by the Type Directors Club for typographic excellence and design have been presented to John Graham, Art Director, Advertising Department, National Broadcasting Company.

One award is for "Twenty to Build On," an institutional book displaying photographs of 20 NBC-TV Emmy, Peabody and TV Guide Award-winning programs of the 1961-62 season.

Comments by some of the nation's television critics are the captions for many of the photographs.

The other award is for an advertisement which appeared in the Nov. 3, 1962, issue of The New Yorker magazine. Titled "No Holiday for Stringers," the advertisement used three illustrations and approximately 600 words to explain how NBC News would cover the 1962 elections. The copy was written by Philip Minoff, Editorial Director, Public Information. The ad is one of a continuing series of NBC advertisements that appear in opinion-leader publications.

Lawrence K. Grossman is Director, Advertising, NBC.

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NBC COLOR TELEVISION NEWS



March 26, 1963

'THE HECTOR HEATHCOTE SHOW' WILL BE COLOR CARTOON SERIES
ON NBC-TV NETWORK SATURDAY MORNINGS, BEGINNING IN FALL

The NBC Television Network will present "The Hector Heathcote Show" in color every Saturday morning beginning in the Fall of 1963, it was announced today by Robert F. Aaron, Director, Daytime Programming.

"The Hector Heathcote Show" is a series of half-hour animated cartoon programs featuring segments of "Hector Heathcote," "Sidney the Elephant" and "Hashimoto." William Weiss is executive producer of the series which uses the voices of John Myhers and Dayton Allen.

Hector Heathcote -- in the storyline -- built the rowboat used by Washington to cross the Delaware; he was a minute-and-a-half man at Lexington; he was the blacksmith that tended Paul Revere's horse for the midnight ride; he was everywhere where history was made.

Sidney the Elephant is a lovable, clumsy, gentle beast of the jungle who knocks over forests without meaning to. Hashimoto is a formidable mouse whose knowledge of judo makes him a worthy opponent for any adversary.

The programs are products of Terrytoons, a subsidiary of CBS Films.

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~~A NOTABLE NEWS 'FIRST' VIA RELAY SATELLITE~~

A filmed report on late developments in the French miners' strike was transmitted from Paris to New York last night (March 25) in the first use of the Relay communications satellite to send a TV news report across the Atlantic.

The report by NBC News' Paris correspondent Bernard Frizell was shown on WNBC-TV's "11th Hour News" program in New York, and at the same time was fed to the NBC-TV Network.

NBC-New York, 3/26/63

NBC TELEVISION NETWORK NEWS

March 26, 1963

ESTABLISHMENT OF GARY COOPER CANCER RESEARCH FUND
IS ANNOUNCED ON NBC 'PROJECT 20' PROGRAM

Establishment of a Gary Cooper Cancer Research Fund as a tribute to the actor, who died of cancer in 1961, was announced tonight (March 26) on an NBC "Project 20" television program, "The Tall American -- Gary Cooper." The Fund will be administered by the American Cancer Society.

Lane W. Adams, executive vice president of the American Cancer Society, said today that the Fund was established at the request of the family of Gary Cooper, which asked that the Society restrict it to national research for projects at the Sloan-Kettering Institute and for research projects elsewhere.

In a statement to the nationwide TV audience, Arthur Godfrey, speaking on behalf of the American Cancer Society, said, "Gary Cooper was indeed 'The Tall American.' As you have just seen, he had a deep feeling for America and love for his fellow-men. As a fitting tribute to him and all he stood for, I am pleased to announce the establishment of the Gary Cooper Cancer Research Fund. It will be administered by the American Cancer Society, whose efforts over the past 25 years have almost doubled the cure rate from cancer. Research supported by the American Cancer Society is making possible the work of thousands of scientists and technicians.

"There is more hope today than ever before that more answers will be found for the fight against cancer.

(more)

"While he lived, Gary Cooper had a complete dedication to life. The work made possible by the Gary Cooper Cancer Research Fund of the American Cancer Society will be a further expression of this dedication to life."

The TV program, produced and directed by Donald B. Hyatt, drew upon archive news film, characteristic sequences from Cooper's most popular motion pictures, film newly made in many of the places where he lived, and home movies Mrs. Cooper made available to the "Project 20" unit. Walter Brennan, a friend and colleague of Cooper, was the narrator. Richard Hanser wrote the script, and Robert Russell Bennett composed and conducted the orchestral score.

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NBC-New York, 3/26/63

NBC COLOR TELEVISION NEWS



March 26, 1963

GORDON COTLER NAMED PRODUCER OF 'SING ALONG WITH MITCH'
COLOR TELECASTS ON NBC MONDAY NIGHTS IN 1963-64 SEASON

Gordon Cotler has been named producer of NBC-TV's "Sing Along with Mitch" for the 1963-64 season, it was announced today. The color musical program will be seen at a new day and time -- Monday nights from 10 to 11 p.m. NYT.

Cotler, writer and associate producer of the series since its debut, has been responsible for the ideas behind the presentation of more than 1,500 songs in the "Sing Along" format. He has been associated with Mitch Miller's TV and radio enterprises for 10 years.

A member of the staff of the New Yorker magazine for six years prior to his association with Miller, Cotler is the author of two novels: "The Bottleneck Affair" (which became the M-G-M film, "The Horizontal Lieutenant") and "The Cipher" (which was awarded the Edgar Allan Poe Special Award by the Mystery Writers of America.)

Presented first as a special in May, 1960, then on a twice-monthly basis beginning in January, 1961, "Sing Along with Mitch" has been seen on a weekly basis since the Fall of 1961.

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March 26, 1963

MAN FROM DOWN UNDER SPEAKS OVER AND OUT

Note to television program producers: If your TV show is "on the nose" in Omaha you're home free, but if it's "on the nose" in Australia, you're something less than a smashing success.

William Kreitner, Director of Far Eastern Operations for the NBC International division, has to be familiar with the idiomatic vagaries of all the nations of the Orient. Australia, where he is based, is the least of his problems. His wife is a native Australian, he was educated at the University of Sydney and lived there five years after his service in the army. Among his neighbors Mr. Kreitner is very much a "dinky-di," which means he is a nice guy.

The opposite of "on the nose," which could mean a television program not worth the energy assigned to a 20-watt bulb, is "bonzer," and any show winning such rapturous acclaim from an Australian merits constant attention. "Bonanza," reports Mr. Kreitner, is a sort of super-bonzer in his bailiwick and has been for three years.

Down Under tastes parallel ours, he says, except for some widely scattered taboos. Westerns are in high favor there, but Australians don't believe in slugging a victim once it becomes fairly obvious he's lost the decision. They have a kind of Marquis of Melbourine code about things like this.

Unlike our British cousins, the Australians laugh at the same jokes we do, but there's a shade of difference here, too. The contemporary comedians, with their reliance on sophistication and satire, leave them in a state of advanced apathy. For one thing, they're not apt to be familiar with the item being satirized. For

(more)

another, they couldn't care less. They prefer rapid-fire delivery in the Bob Hope fashion rather than the slick sylists and the purveyors of subtle nuances. Their humor parade would have Lucille Ball right up front twirling a baton. Exposure to American movies, long before the advent of television, has built a happy rapport between Australian TV audiences and such stars as Bing Crosby, Judy Garland, Danny Kaye and Groucho Marx.

Australians, Mr. Kreitner assures us, are delighted with their new toy; they've only enjoyed television since 1956. About 60 per cent of their current program fare is of American origin. The other 40 per cent is produced locally. The Postmaster General controls television and he is insistent on this minimum of locally produced shows.

As boss of the Far Eastern market, to which NBC International not only sells films but provides financial, managerial and training assistance, Mr. Kreitner is a man on the move. His area includes New Zealand, Japan, Hong Kong, Thailand, Singapore and the Philippines.

New Zealand has solved its TV commercial problem with neat, mathematical precision. Three and a half days each week are for commercial TV only and the rest of the week is devoted to sustaining programs.

Thailand, a country for which NBC's Mr. Kreitner entertains a regard bordering on affection, has two stations. One is operated by the Department of Culture and Information and the other by the Army. The general manager of the army outlet is a colonel, the program manager is a lieutenant, and the business manager a sergeant.

Life is never dull for a Director of Far Eastern Operations.

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MEMORIAL SERVICE FOR MRS. DOROTHY CULBERTSON MARVIN

A memorial service for Mrs. Dorothy Culbertson Marvin, former manager of educational programs and special projects for the NBC Public Affairs Department and a pioneer in educational television, will be held in All Souls Unitarian Church, Lexington Avenue and 80th Street, New York City, Thursday, March 28, at 5 p.m.

Mrs. Marvin, who was known professionally as Dorothy Culbertson, died March 21 in New York Hospital. Funeral services were held in Brattleboro, Vt., March 24.

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NBC-New York, 3/26/63

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

2-X-H

March 27, 1963

FOUR REPORTERS FROM NEW YORK DAILIES

JOIN THE STAFF OF NBC NEWS

Four reporters from three New York dailies -- the Times, the Herald Tribune and the Daily News -- have joined the staff of NBC News, it was announced today by William R. McAndrew, Executive Vice President, NBC News.

They are Frank Kelley, a 29-year veteran with the Herald Tribune; Robert Teague, for the past seven years a sportswriter for the Times; Robert McCarthy, a general assignment reporter for the News for 14 years, and Geoffrey Pond, general assignment reporter for the Times for eight years.

Born and reared in Brooklyn, Kelley was educated at Columbia University where he was graduated in 1932. He spent the next year traveling in Europe on a Pulitzer Scholarship, attending the London School of Economics and the Sorbonne.

Kelley joined the Paris edition of the Herald Tribune in 1933. He became London correspondent in 1934 and covered the "blitz." In 1941, he was moved to Washington, D. C. where he became assistant bureau chief.

During the latter stages of the war, Kelley was assigned to the Pacific as a correspondent, opened the newspaper's bureau in Tokyo in 1946. Later assignments took him back to the capital as national affairs editor, later foreign editor, then to Rome, Paris and back to New York in 1958. For the next five years, he served as assistant foreign editor.

(more)

Kelley is a past president of the Overseas Press Club (1949 to 1950). He has traveled in more than 30 countries and was the first Western newsman granted a visa into Russia in the early 1950's. Kelley and his wife live in Westport, Conn. They have three sons: Christopher, 24; Peter, 19, and David, 16.

Teague was born in Milwaukee. He earned a degree from the University of Wisconsin in 1950, after which he became a reporter for the Milwaukee Journal. He covered general assignments and sports for the next six years.

After a Summer working for CBS Radio, Teague joined the Times' sports department. He has covered the Yankees, Mets, football Giants and Knickerbockers. He also covered the Patterson-Liston heavyweight championship fight. Teague is married to the former Matt Turney, currently a dancer with the Martha Graham company.

Also born and reared in Brooklyn, Robert McCarthy worked briefly for the Brooklyn Eagle before joining the Army and the 82nd Airborne Division. When he was discharged, he entered New York University and received a degree in education in 1949. He joined the News that year and, in his words, has "covered everything" during the subsequent 14 years.

He is married to the former Joan Toomey. They have two children, Neil, 7, and Wynn Ann, 5.

Geoffrey Pond was born in Norwalk, Conn. After completing his studies at Phillips Andover Academy, Andover, Mass., Pond joined the Army and served as an artillery officer from 1951 to 1953. He joined the Times after his discharge and while working for the newspaper, managed to earn his degree at Columbia University in 1957, graduating cum laude and a member of Phi Beta Kappa. Pond covered a variety of assignments for the Times.

NBC TRADE NEWS

March 27, 1963

SCHIRMER'S WINDOW DISPLAY IN N.Y. AND NBC ADS WITH LIBRETTO TEXT
PROMOTED PREMIERE OF MENOTTI'S "LABYRINTH" BY NBC OPERA COMPANY

Informing the public about the world premiere of Gian Carlo Menotti's new opera "Labyrinth" on NBC-TV March 3 was -- in one instance -- a joint effort by the advertising departments of G. Schirmer, Inc., music publishers, and the National Broadcasting Company.

With an NBC advertisement as the focal point, the advertising department of G. Schirmer dressed part of a window with a picture of Mr. Menotti, the ad, and a placard announcing the details of the TV opera. The window (on busy 49th Street, between Fifth and Madison Avenues) was dressed Feb. 27, five days before the broadcast.

Mr. Menotti is one of the leading contemporary composers whose music is published by G. Schirmer, and the NBC Opera Company commissioned Mr. Menotti to write "Labyrinth." The complete libretto of the opera was printed in full-page advertisements placed by NBC in Variety Feb. 27, and the Wall Street Journal and the Washington Post March 1.

A display similar to the one in Schirmer's window in New York was exhibited at the Music Educators National Conference convention in Atlantic City, New Jersey, March 1-4.

Lawrence K. Grossman is Director, Advertising, NBC. Robert Pearce is Advertising Manager, G. Schirmer, Inc.

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NBC-TV NETWORK PROGRAM

JOEY BISHOP TO EMCEE HOLLYWOOD

PORTION OF 'EMMY AWARDS'

NBC-TV star Joey Bishop has been signed as master of ceremonies of the Hollywood-originated portion of the 15th annual "Emmy Awards" ceremonies to be broadcast on NBC-TV Sunday, May 26 (10-11:30 p.m. EDT).

Bob Finkel, executive producer of the annual awards program of the Academy of Television Arts and Sciences, announced the signing of Bishop, and said that masters of ceremonies for the New York and Washington, D. C. portions of the telecast will be named in the near future.

Bishop, star of "The New Joey Bishop Show" color broadcasts, will open the "Emmy Awards" presentations.

NBC-New York, 3/27/63

March 27, 1963

NBC-TV TO TELECAST FINALS OF INTERNATIONAL BEAUTY CONTEST

The finals of the International Beauty Contest will be telecast from the Long Beach, Calif., Municipal Auditorium on NBC-TV Friday, Aug. 16 (10-11 p.m. NYT).

Winners of beauty contests conducted in each of the 50 states will compete for the title "The American Beauty." The winner of this title will, in turn, compete against beauties from foreign nations for the world title of "The International Beauty." This event will be presented on the NBC-TV program.

The pageant, which has been conducted in Long Beach for the past eight years, will begin Aug. 8.

HAROLD ANDERSON TO REPRESENT NBC INTERNATIONAL AS CONSULTANT
IN PLANS FOR LAUNCHING TV SERVICE ON ISLAND OF JAMAICA

Harold (Hap) Anderson, formerly President of WCIP Television, Charleston, S. C., will represent NBC International, as a consultant in supervising plans for the launching of television service on the island of Jamaica on Aug. 6. He leaves for Jamaica tomorrow (March 28).

It had recently been announced that the Jamaican Government had granted an exclusive television franchise to the Jamaica Broadcasting Corporation, which then appointed a TV consortium consisting of NBC International, Television International Enterprises and Thomson Television (International) to be managing agents.

Jamaica represents difficult reception problems rarely experienced elsewhere because of its high mountain ranges split by narrow valleys, which are characteristic of the island's topography. To overcome these difficulties, plans call for a minimum of three transmitters to be in operation by Aug. 6. The date also marks the first anniversary of Jamaica's independence.

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NBC-New York, 3/27/63

March 27, 1963

BOB FINKEL, EXECUTIVE PRODUCER OF 'EMMY AWARDS' PROGRAM
IS A MAN DEVOTED TO HIS JOB--AND HE EXPLAINS WHY

It's part of a tradition to kid a fellow who likes his job. But what about the fellow who stymies the kidding by admitting he not only likes but loves his profession?

Such a fellow is Bob Finkel, executive producer of the 15th annual "Emmy Awards" presentation of the National Academy of Television Arts and Sciences (NBC-TV, Sunday, May 26, 10-11:30 p.m. EDT). Finkel is in love with television.

"Love is the only word that can be used to describe how I feel about this business," Finkel explains. "I've been in it since the beginning -- and I still get goose bumps every time I look at a television camera and realize that the flick of a switch can send magnificent pictures all over the world.

"I get so tired of hearing people complain about the quality of television. I think it's because we're getting too fat. We're spoiled. I'll take a TV log for any day of the week and show you programs that are entertaining, educational, unusual and fascinating.

"My children have been all around the world -- and they did it without leaving my den. They can talk about politics, science, medicine, drama musicals, the White House, Monaco and dozens of other things that I knew nothing about at their age."

The 90-minute award program will originate in Hollywood, New York and Washington, D. C. Nominees will be announced late in April.

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NBC TELEVISION NETWORK NEWS 2-X-H

March 28, 1963

'DENNIS THE MENACE' TO BE SATURDAY MORNING FEATURE
ON NBC-TV NETWORK STARTING IN OCTOBER

"Dennis the Menace" will start on the NBC Television Network in October, 1963, it was announced today by Mort Werner, Vice President, Programs.

The series of half-hour situation comedies, inspired by the famous newspaper cartoons of Hank Ketcham, will be seen Saturday mornings. The mischievous exploits of Dennis are so well known that the title, "Dennis the Menace," has become a generic term to describe any youngster with a talent for consternating family and neighbors.

Jay North stars in the title role. Harry Ackerman is executive producer and Winston O'Keefe is producer of "Dennis the Menace," a Screen Gems production.

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NBC TRADE NEWS

March 28, 1963

SPONSORS LISTED FOR 'MAJOR LEAGUE BASEBALL' TELECASTS ON NBC

Games in San Francisco and Los Angeles are among the "Major League Baseball" contests which NBC-TV will televise during April and May, according to the schedule for the first two months of the 1963 campaign.

National sponsors of the "Major League Baseball" telecasts include: P. Lorillard Company (through Grey Advertising Inc.), Humble Oil & Refining Company (through McCann-Erickson Inc.), Hartford Insurance Group (through McCann-Marschalk Company Inc.), all on both Saturdays and Sundays; American Chicle Company (through Ted Bates & Company Inc.) on Saturdays; International Harvester Company (through Aubrey, Finlay, Marley & Hodgson Inc.) on Sundays.

Regional sponsors include Lucky Lager Beer (through McCann-Erickson Inc.) on Saturdays, and A. H. Folger & Company (through Fletcher, Richards, Calkins & Holden Inc.) on Sundays.

A 50-game schedule of Saturday and Sunday telecasts starts April 13 and 14 and continues through Sept. 28 and 29. Joe Garagiola and Bob Wolff will be the commentators for the second straight year, with Wolff handling the play-by-play and Garagiola providing the color commentary. Perry Smith and Lou Kusserow of the NBC Sports Department will produce the sportscasts, and Harry Coyle will direct.

Games on the opening weekend pit the Detroit Tigers against the Cleveland Indians. The schedule for April and May will include nine National League games and five American League contests.

(more)

As in past years, the TV slate for the rest of the season will be announced each month for the following month. "Major League Baseball" will be televised coast-to-coast, but will not be carried by stations in major league markets or in certain other areas restricted by agreements with major league teams.

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NBC-New York, 3/28/63

NBC TELEVISION NETWORK NEWS

March 28, 1963

'TODAY' TO VISIT HOLLAND
FOR TAPING OF 5 PROGRAMS

The "Today" show will visit Holland in April to tape five programs for telecast on the NBC-TV Network during the week of April 29 to May 3 (Monday-through-Friday, 7-9 a.m. NYT), it was announced today by Carl Lindemann Jr., Vice President, Special Projects, for NBC News.

"We are delighted that 'Today' will be able to visit the Netherlands, especially during its most beautiful season," said Mr. Lindemann. "The tulip fields will be in full bloom and 'Today' will show them. But this visit also provides an outstanding opportunity to tour the country and show millions of Americans some of the beauty and charm of this picturesque land and its friendly people."

As currently planned, the "Today" programs will originate in various locations throughout the Netherlands and deal with the following subjects:

Holland's important flower-bulb industry. For this program, "Today" will originate from one of Holland's tulip fields. Bulbs have been a specialty of Holland for more than 400 years and the country now exports some \$25,000,000 worth of bulbs yearly, more than half of which go to the United States and Canada.

Dutch culture, including its art, literature, education and science. The country's gifted painters include Rembrandt, Vermeer and van Gogh. Other outstanding men in her history have been Erasmus, celebrated scholar and humanist; Huygens, an important mathematician and scientist; and Spinoza, the philosopher. This program would originate in one of Holland's old castles.

(more)

The Port of Rotterdam and the country's vast industrialization projects since World War II. This program would originate in Rotterdam, completely destroyed by the Nazis but since rebuilt so it is now one of Europe's most modern cities. It is also the world's second largest port.

The role of the Netherlands during World War II. This program would deal with Holland's resistance movement during the Nazi occupation and the part played by the country as a landing point for Allied paratroops. This telecast would originate from a World War II battlefield.

Holland as a maritime nation and as a land that has been reclaimed from the sea. Almost all of the present provinces of North and South Holland, Zeeland and Utrecht are at or below sea level.

Members of the "Today" production staff under associate producer Frank Donghi will leave for the Netherlands March 29. to survey program locations and to arrange production facilities.

"Today" stars Hugh Downs, host; Jack Lescoulie and Pat Fontaine will fly to the Netherlands April 23. The programs will be taped overseas April 25-30 and flown back to the United States for telecast the week of April 29-May 3. Frank Blair will remain in New York to present the news live. (NOTE: The programs for April 24 through 26 will be taped before the cast leaves New York.)

This will be the third time in four years that the "Today" show has originated in Europe. In 1959 the program visited Paris for a week and in 1960 it went to Rome.

"Today" is a presentation of NBC News. It is produced by Al Morgan.

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NBC-New York, 3/28/63

TALENT QUEST FOR "HARRY'S GIRLS" NEARS END

A major talent search is almost ended.

Three girls are about to be picked for the coveted roles in the new NBC-TV series, "Harry's Girls," starring Larry Blyden. The half-hour situation comedy series, based on the adventures of an American nightclub act in Europe, will be telecast Fridays (9:30 p.m. NYT) in the 1963-64 season.

A total of 320 girls applied for the roles of Lois, Terry and Rusty. The parts call for attractive girls, who can dance or sing, as well as act. And the producers needed three girls of different personalities. Not only was this a chance for national stardom, but the assignments also had the built-in attraction of travel. The show will be filmed in Europe, mostly in England, with many trips to Paris and other European capitals. All expenses are to be paid by the producers.

Executive producer Joe Stein and producer Billy Friedberg carefully interviewed the girls and narrowed the choice down to 59. This group was then screen-tested opposite Blyden -- 39 in New York, and 20 in Hollywood. Stein and Friedberg have spent weeks in the projection room looking at the tests, and a final decision is about to be made.

Good luck, girls!

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NBC-New York, 3/28/63

JOEY BISHOP TO ENTERTAIN AT RADIO-TV
CORRESPONDENTS' DINNER IN WASHINGTON

NBC-TV star Joey Bishop will entertain at the Radio-TV Correspondents' Association Dinner in Washington, D. C., on May 3 at the International Inn. The unanimous choice of the talent committee for the three networks, Bishop will fly to Washington with his wife and son for the event.

According to present plans, President John F. Kennedy is scheduled to attend the dinner for the Radio-TV correspondents.

As announced previously, the star of "The New Joey Bishop Show" color broadcasts will emcee the Hollywood portion of the "Emmy Awards" telecast Sunday, May 26 (NBC-TV, 10-11:30 p.m. EDT).

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BY-LINER GUESTS FOR WNBC-TV'S "NEWSPAPER OF THE AIR"

New York newspaper guests who will appear on WNBC-TV's "Newspaper of the Air" Friday, March 29 are Harold Schonberg and Sam Kaplan of the Times, Tom Wolfe and Walter Terry of the Herald Tribune and Ralph Schoenstein of the Journal-American.

"Newspaper of the Air" has been broadcast Mondays through Fridays (5 to 6:30 p.m. EST) throughout the strike-shutdown of New York dailies.

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NBC-New York, 3/28/63

RENEWAL AGREEMENT EXTENDS "WALT DISNEY'S WONDERFUL WORLD OF COLOR"
FOR TWO MORE SEASONS IN COLOR ON NBC-TV NETWORK

FOR RELEASE MONDAY A.M., APRIL 1

The award-winning "Walt Disney's Wonderful World of Color," which has opened up new vistas in color television production and family entertainment programming, will be a feature on NBC-TV for at least two more seasons.

Walter D. Scott, Executive Vice President in charge of the NBC Television Network, announced the signing of a renewal agreement with Walt Disney Productions extending the long-term relationship between broadcaster and producer through the 1964-65 season.

Under the renewal agreement, Disney will continue to produce 50 weekly color broadcasts each year -- half of which will be entirely new productions, and much of the remainder to be selected from Disney's vast color film library, none of which has been seen in color on network television.

"Rarely have producer and network joined forces so successfully in furthering the all-important color dimension while creating fresh concepts in quality TV programming," Mr. Scott said. "Walt Disney has set new standards for the best in television entertainment, and we look forward to even more exciting television in the years to come."

(more)

Walt Disney said, "We are delighted to continue our relationship with NBC and with color television, truly the medium's magic carpet. We have camera crews all around the globe preparing future television programs, and many other shows are on our drawing boards -- all geared to color. Nature, people and places, drama and the classics, music and dancing, cartoons, the human and fantastic drama of the universe: this is our 'Wonderful World of Color'."

"Walt Disney's Wonderful World of Color" made its NBC-TV Network color debut on Sept. 24, 1961. The programs are broadcast each Sunday from 7:30 to 8:30 p.m. NYT.

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NBC-New York, 3/29/63

PR-14
FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

March 29, 1963

BOB HOPE TO RECEIVE NATIONAL ASSOCIATION OF BROADCASTERS
DISTINGUISHED SERVICE AWARD FOR 1963

NBC star Bob Hope will receive the National Association of Broadcasters Distinguished Service Award for 1963 during the opening ceremonies of the NAB's 41st Annual Convention in Chicago Monday, April 1. The award in tribute to Hope's role as "a great entertainer, broadcaster and American," will be presented by NAB President LeRoy Collins.

Hope, who currently is marking his 25th year with NBC, will become the first entertainer to receive the NAB honor. Previous recipients include network and station executives, former President Herbert Hoover and USIA Director Edward R. Murrow.

The new honor will be among the more than 300 significant awards and citations Hope has received for his humanitarian and professional efforts during his broadcasting career. Earlier this month he was awarded the 1963 Gold Medal of the International Radio and Television Society for his "outstanding contribution to radio and television broadcasting" and the New York City USO's Distinguished Award in "recognition of 21 years of tireless and devoted service to the men and women of the armed forces of our country."

This season he is presenting six full-hour NBC-TV specials, with the next -- "The Bob Hope Show Presenting the TV Guide Awards" to be broadcast Easter Sunday, April 14 (9-10 p.m. EST).

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March 29, 1963

NBC RADIO AFFILIATES SWEEP TOP HONORS
IN HISTORY COMPETITION

NBC Radio Network affiliates made a clean sweep of the top prizes in the history competition sponsored by the American Association for State and Local History and Broadcast Music Inc.

Radio station KOA, Denver, Colo., an NBC affiliate, received top honors for the best historical documentary in the Radio-Television History Contest conducted by AASLH and BMI. The award-winning program, "The Rise and Fall of Dr. John Galen Locke," was created by KOA as a contribution to Brotherhood Week. William Grant, until recently President and General Manager of KOA, will be in Chicago April 2 for the presentation of the \$500 award at the Abraham Lincoln Bookshop.

Runner-up radio honors in the competition were awarded to WTIC, Hartford, Conn., for "Hartford: All American," and to WSB, Atlanta, Ga., for "Witness: The Trouble I've Seen." Both WTIC and WSB are NBC Radio affiliates.

The winner, KOA, and the runners-up, WTIC and WSB, were chosen from a field of some 300 entries by Bruce Catton, Pulitzer Prize-winning historian and editor of American Heritage Magazine; John A. Garraty, noted historian, currently a Fellow at the Center for Advanced Study in the Behavioral Sciences, Stanford, Calif.; and Dr. Eric Goldman, Professor of History at Princeton University and moderator of the "Open Mind" series on WNBC-TV, New York.

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NBC TRADE NEWS

March 29, 1963

NBC AFFILIATE WDSU-TV, NEW ORLEANS, RECEIVES TOP TELEVISION PRIZE IN HISTORY COMPETITION

NBC Television Network's affiliate WDSU-TV, New Orleans, received the top television prize in the history competition sponsored by the American Association for State and Local History and Broadcast Music Inc.

WDSU-TV was awarded the \$500 first prize for having produced the best historical documentary for television, "The Huey Long Story." Divided into three one-hour telecasts, the production "was intended to present not only a documentary of the dramatic events in Long's life, but an analysis of his considerable impact on both state and national politics."

WDSU-TV was chosen winner from over 200 entries. The judges were Bruce Catton, Pulitzer Prize-winning historian and editor of American Heritage Magazine; John A. Garraty, noted historian, currently a Fellow at the Center for Advanced Study in the Behavioral Sciences, Stanford, Calif.; and Dr. Eric Goldman, Professor of History at Princeton University and moderator of the "Open Mind" series on WNBC-TV, New York.

Edgar Stern, President of WDSU-TV, will be in Chicago April 2 to accept the award for his station.

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NBC COLOR TELEVISION NEWS



March 29, 1963

CREDITS FOR THE 'BEN JERROD' COLOR SERIES ON NBC-TV

TIME: NBC-TV Network Mondays through Fridays
2-2:25 p.m. EST, starting April 1,
1963.

Format: Serial drama set in Indian Hill, Rhode
Island, about Ben Jerrod, a young
attorney who returns to his hometown.
He joins the law practice of his old
mentor, Judge John P. Abbott, who has
an attractive daughter, Agnes.
Dramas revolve around Ben's clients
and the Abbotts.

Series Star: Michael Ryan as Ben Jerrod.

Co-Stars: Addison Richards as Judge John P.
Abbott. Jeanne Baird as Agnes
Abbott, Isabel Randolph as Hannah
Zee, Lance Fuller as Abel Forsythe.

Featuring: Various performers.

Producing Company: Jason Productions, in association with
NBC.

Executive Producer: Roy Winsor

Producer: Joseph Hardy

Writer: William Kendall Clarke

Unit Manager: Don Van Atta

Music Director: Tony Rizzi

Origination: Taped at NBC-TV's Burbank studios

NBC Press Representatives: Neil Clemans (Burbank); Stanley Levine
(New York)

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TO BE TELECAST TUESDAY, APRIL 2 (NBC-TV, 8:30-9:30 p.m. EST).

DESCRIPTION:

A portrait of Darryl F. Zanuck, who has been called "the last of the Hollywood tycoons," and the changing face of the motion picture industry as seen through his eyes. "The World of --" unit filmed him field-generaling production of "Cleopatra" in Spain; on a skiing holiday in the French Alps; at a business conference in Paris; in his offices in New York and Hollywood; and elsewhere. Some 30 stars will be on view in scenes from major Zanuck productions. The program will provide an off-beat look at Hollywood, for Zanuck gave NBC Special Projects access to his personal film vault, unopened since 1945.

PRODUCED AND DIRECTED BY:	Eugene S. Jones
EXECUTIVE PRODUCER:	Donald B. Hyatt
WRITTEN BY	Joseph Liss
NARRATED BY	Alexander Scourby
MUSIC BY	Robert Emmett Dolan
FILMED BY	Christopher Callery, Robin Still, Cy Avnet
FILM EDITOR:	John Christophel
PROGRAM COORDINATOR:	Charles Grinker
ASSOCIATE PRODUCER:	James L. Reina
	* * *
SPONSOR:	The Purex Corporation
AGENCY:	Edward H. Weiss & Company
	* * *
NBC Press Representative:	Arthur Oppenheim (New York)

(Program preempts "Empire" on this date)

